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**AN ASSESSMENT OF RECREATION  
AND TOURISM DEVELOPMENT**

**GRAND ISLE, LOUISIANA**

**Louisiana Recreation and Tourism Assessment Team**



**Louisiana Sea Grant College Program  
Louisiana State University  
August 1994**

**AN ASSESSMENT OF RECREATION  
AND TOURISM DEVELOPMENT**

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## BACKGROUND

This report contains the observations and recommendations of the Louisiana Coastal Recreational and Tourism Assessment Team (LCRATAT) concerning the development of recreation and tourism resources of Grand Isle, Louisiana. LCRATAT was organized by the Louisiana Sea Grant College Program at LSU in 1986 to (1) encourage economic leadership and diversification; (2) build awareness of the potential economic significance of tourism and recreation; and (3) improve the competence of tourism leaders. Individuals are asked to participate in assessment teams according to their expertise and an area's needs.

LCRATAT's study of Grand Isle and vicinity took place during the week of March 21-25, 1994. Prior to this study, LCRATAT had conducted similar week-long, intensive investigations in the coastal parishes of Cameron, St. Mary, and St. Bernard and three Mississippi Delta parishes (East and West Carroll and Madison) in the northeastern part of the state.

The Grand Isle study had the following objectives: (1) to determine the status of tourism and recreation resources; (2) to develop action programs to help the community capitalize on the potential of these resources while remaining sensitive to local and environmental issues; and (3) to make local and regional leaders and the general public aware of these resources and their potential role in helping the area's economy.

The study team was assembled following a reconnaissance visit and meeting on the island on December 1, 1993. This visit

helped identify critical issues, needs, and opportunities. The following persons comprised the Grand Isle assessment team:

Michael Liffmann, Assistant Director, Louisiana Sea Grant College Program, Louisiana State University

Carola Ann Andrepon, Coordinator, Opelousas Tourism Advisory Committee, City of Opelousas

Harry Blanchet, Acting Finfish Programs Manager, Marine Fisheries Division, Louisiana Department of Wildlife and Fisheries

Sharon Calcote, Rural Tourism Coordinator, Office of Tourism, Department of Culture, Recreation, and Tourism

Elizabeth Coleman, Communications Coordinator, Louisiana Sea Grant College Program, Louisiana State University

Elinor Craven, Outdoor Recreation Coordinator, Office of State Parks, Department of Culture, Recreation, and Tourism

Brenda Henning, Assistant to the Executive Director, Louisiana Sea Grant College Program, Louisiana State University

Steven Henning, Associate Professor, Department of Agricultural Economics and Agribusiness, Louisiana State University

Mark Northington, Research Director, Office of Tourism, Department of Culture, Recreation and Tourism

Villere Reggio, Outdoor Recreation Planner, Minerals Management Service, U.S. Department of Interior

Danny Young, Executive Director, Louisiana Travel Promotion Association

In addition, several persons provided invaluable technical, informational, and logistical assistance to the study team prior to and during the study:

Lee Caubarreaux, Assistant Secretary, Office of Wildlife, Department of Wildlife and Fisheries

Natalie Dantin, Executive Director, Lafourche Parish Tourist Commission

Mark Hilzim, Secretary, Department of Culture, Recreation and Tourism

Jean Landry, Grand Isle Tourist Commission

Steve Resweber, Grand Isle State Park, Office of State Parks, Department of Culture, Recreation and Tourism

Rob Rozier, Grand Isle Tourist Commission

Mark Schexnayder, Department of Wildlife and Fisheries and Jefferson Parish Marine Advisory Board

## I. HIGHLIGHTS

This section highlights the study team's observations and recommended actions for the Grand Isle Tourist Commission (GITC) and others concerning tourism and recreation development opportunities for Grand Isle. It is essential that the private, non-profit GITC take the lead in activating the recommended actions. While a successful program can only be accomplished through a partnership that involves the entire community, it will be necessary for the GITC to lead the way. It is the one entity in the community that possesses the strongest ties with the 50+ establishments that comprise the local tourism industry, and is in a good position to establish a strong working relationship with municipal, parish and state officials. A more indepth discussion of these topics can be found in the subsequent sections of this report.

The last three years have been record-breakers for tourism in Grand Isle. And while there is a great deal of "cautious optimism" concerning the future, there is justifiable concern that increased competition for the recreation and leisure dollar

and needed infrastructure improvements might somehow negatively affect the island's future as a major tourist attraction. The Grand Isle assessment team is of the opinion that Grand Isle has potential to expand and diversify its tourism base, if it so wishes. There is considerable enthusiasm, desire, and commitment on the part of many individuals. The team saw a great deal of pride and a "can do" attitude in many successful, local projects, as well as an eagerness to do more.

In 1993, over \$4 million was spent by nonresidents of Grand Isle for retail and lodging expenses while visiting the town. The direct impact of the Grand Isle State Park on the state's economy is \$3.8 million. Tourism plays a major role in employment in Grand Isle with over 50 tourism-related businesses in Grand Isle.

## TOURISM OPPORTUNITIES

### Recreation and Outdoor Resources

#### Beaches

- Increase the number of landscaped, pocket parks and establish maintenance program for parks and beaches.
- Study the long-term possibility of establishing a state beach from Fourchon to Caminada to complement the Grand Isle beaches.
- Create a community-wide attitude of pride and action.

#### Fishing

- Encourage the Louisiana Wildlife and Fisheries Artificial Reef Program to emphasize artificial reef development in the West Delta Planning Area and continue development of additional reef sites in the South Timbalier Planning Area.
- Plan a strategy to maintain the remnants of the Grand Isle Sulphur Mine as an artificial reef.
- Develop a segmented breakwater along the bayside of the island.

- Promote Grand Isle's two fishing piers. Can accommodate more anglers.
- Work with state legislators to seek funding for the extension of the Grand Isle State Park fishing pier.
- Acquire resources for maintaining and stabilizing the old Caminada Bridge Pier and find recurring sources of funding.
- Promotion of both public and private fishing rodeos can stimulate out-of-town visitation.
- Work with legislature and fishing interest groups to reduce out-of-state fees for two- and seven-day fishing licenses to a more reasonable charge.
- Establish a 1-800 number where callers can obtain current fishing conditions and fishing services available on the island.
- A Grand Isle Charter Boat Association should be established to consider issues and opportunities.
- Promote crabbing as an alternative form of recreation.
- Fishing in adjacent marsh areas, bays, and offshore should be promoted during the spring and fall.

#### Other Outdoor Activities

- Pursue the stabilization, interpretation and development of Grand Terre island and Fort Livingston.
- Promote Grand Isle as a destination for birders.
- Develop an expanded, unimproved camping area behind the park's dunes.

#### Historical and Cultural Attractions

##### Grand Isle Historical Society

- The formation of a Grand Isle Historical Society is imperative.
- Nominate the older, unaltered buildings to the National Register of Historic Places and place easy-to-read historic and interpretive markers at each site.
- Prepare a cultural inventory that includes all local stories and legends.

##### School Programs

- Develop activities related to Grand Isle History in the schools.
- Promote projects that help to engender community pride in young people such as "adopt a beach" or "adopt a gazebo" programs.

##### Tour of Historic Buildings

- Expand current brochure used to direct people on a tour of

the island's historic houses to include physical descriptions of each building and some indication of architectural significance.

- Describe the tour simply as "self-guided," and leave mode of transportation to the tourist.

#### Museum

- A museum is a worthy project and can become an important cultural and historical repository for the island.

#### Grand Isle Library

- The local library is a much underrated and underutilized resource for cultural development.

#### Arts and Crafts

- Increase the number of shops offering local arts and crafts.
- Make an inventory of the island's artisans--needleworkers, painters, woodworkers, potters, toymakers, et al.
- Artisans should be consistently included in all community activities related to island culture and history, and their work should be permanently on display in a public place such as the Community Center.

#### Community Center

- The community center can serve as an interim Visitor Center and is an excellent facility for holding community-wide events such as dances, music festivals, street fairs, and arts and crafts shows.
- Follow the 1993 Cheniere Hurricane Centennial, in which the victims of the 1893 hurricane were honored, with another large event so that the cultural momentum is kept going.

#### Other Market Opportunities

##### Beach Rentals

- Investigate possibility of rentals (jet ski, deck chairs, sunshades) at a commercial outlet adjacent to the beach.

##### Helicopter Tours

- Investigate the possible opportunities for helicopter tours of the island, marshes, and water bodies.

##### Condominium/Marina Development

- Promote additional condominium/marina development based on the high occupancy of Pirate's Cove.

##### Snowbirds/Retirement Community

- Explore the long-range possibilities of promoting Grand Isle as a retirement community.

### Youth-Oriented Opportunities

- Pursue the development of youth-oriented activities to attract those families with children and teens.

### Barataria-Terrebonne National Estuary Program (BTNEP)

- Work with the BTNEP to promote ecotourism programs and packages that feature Grand Isle's great location.

## **MARKETING AND PROMOTION**

### **Grand Isle's Market**

Grand Isle's biggest market is middle to lower income anglers who take their families to enjoy the beach and fish, while higher income anglers constitute a smaller market. Predominantly visitors are from South Louisiana. While many motel and charter operators note that they receive a considerable amount of out-of-state business, it is likely that it ranges from 10 to 20 percent of their total volume. Repeat business is a big factor. Customer loyalty to specific motels repeatedly brings visitors back to Grand Isle.

### **Marketing Objectives**

The following marketing objectives should be undertaken.

#### **Immediate**

- Produce a new tourist brochure for Grand Isle. Mark Hilzim, Secretary of the Louisiana Department of Culture, Recreation and Tourism, made a verbal and written offer to assist with the development of a new brochure.
- Select a "Voice of Grand Isle" who will stay in contact with Baton Rouge and New Orleans sports media and provide reports on fishing and boating conditions.
- Conduct familiarization (FAM) tours with travel and outdoors writers and editors.
- The Grand Isle Tourist Commission should visit other small towns within Louisiana with tourist commissions that have built successful tourism programs.
- Establish an interim Visitor Center at the Community Center.
- Shift the Commission's telephone answering responsibility from Town Hall to the Visitor Center.

- Use the occupancy tax currently collected by the parish for the operation of the Tourist Commission.
- Establish a formal relationship with the Lafourche Parish Tourist Commission.
- The Grand Isle Tourist Commission should network with other tourism organizations around the state.
- Improve the signage leading to Grand Isle.
- Cooperation with JEDCO (Jefferson Parish Economic Development Commission) should be enhanced.
- The commission should provide a succinct description of Grand Isle and its attractions which could be included in state and parish tourism materials.

#### Long-term

- A permanent Visitor Center should be established on La. Highway 1 near the bridge.
- A new special event should be created to entice visitors to Grand Isle.
- Future FAM trips should be planned for other groups that affect Grand Isle's market.
- The Commission should take advantage of the Office of Tourism's cooperative advertising program.
- RV travelers, especially "snowbirds," should be targeted to visit during the nonsummer months.
- The Commission should have a presence at sportsmen's shows in the area, such as those in New Orleans and Baton Rouge.
- Enterprises should be encouraged.
- New attractions should be encouraged.

### TOURISM ORGANIZATION FOR GRAND ISLE

#### Grand Isle Community Organization

A grassroots community organization whose sole mission is to work on community and tourism-related activities is very important for the community. A three-pronged approach to handling community and tourism-related efforts in Grand Isle is proposed. An umbrella organization should be established that brings together community leaders, public officials, and tourism businesses.

- The Mayor and Town Council should be asked to appoint a Citizens' Advisory Committee (a core group of seven to nine people) whose goal is to further tourism and community development on the island.
- The Citizens' Advisory Council would take the lead in

establishing an autonomous, nonprofit organization with ties to town government.

- The nonprofit organization should set goals and establish plans of action.
- Standing committees would be formed that carry out the work proposed for the community by the nonprofit organization.

The following are examples of standing committees:

- Community Development Committee
- Tourism Development Committee
- Tourism Promotion Committee

- The Grand Isle Tourist Commission is a privately organized, dues-paying entity and should remain as such. However, to accomplish its primary role of marketing and promotion of the island it must revisit its mission, bylaws and organizational structure. (See page 48.)

## II. GENERAL OBSERVATIONS

For many years, Grand Isle has been a premier destination for outdoor enthusiasts from throughout Louisiana. Sport fishing, fishing-related events, and beach activities have been its main attractions. There is a great deal of "cautious optimism" concerning the future among the community's tourism leaders. After several difficult years, the 1992 and 1993 tourist seasons were excellent. The fishing was superb and many visitors took advantage of this outstanding opportunity. The early indications are that the prospects for 1994 are equally promising.

Yet, while the last two years were record-breakers, there is justifiable concern for a cautious approach for the future among the leaders. Increased competition for the recreation and leisure dollar might somehow negatively affect the island's future as a major tourist attraction. It is thus best to proceed in a careful yet deliberate manner.

The Grand Isle assessment team is of the opinion that Grand Isle has potential to expand and diversify its tourism base, if it so wishes. Unlike other communities where the assessment team observed apathy and indifference, there are considerable enthusiasm, desire, and commitment on the part of many individuals in Grand Isle. There is also a great deal of public interest and healthy debate over issues such as water supply, expansions and repairs to attractions, and other infrastructure concerns that are needed to accommodate both residents and visitors. The team saw a great deal of pride and a "can do" attitude in many successful, local projects, as well as an eagerness to do more.

#### A. Favorable Impressions

Overall, the study team members had very favorable impressions of Grand Isle. They were asked, "What impressed you the most about Grand Isle?" Their responses included:

- "Although much remains to be done, there has been a great deal of progress toward cleanliness".
- "The gazebos are a wonderful asset and a symbol of local pride and hospitality. They have enhanced beach access."
- "I sensed pride and felt welcome in Grand Isle."
- "I was impressed with the community's concern for its future."
- "The young people we talked to seemed to have a grasp of most of the issues concerning visitors to the island, and why tourists are important for the community."
- "On previous visits to the island, I always went to the beach and fished or crabbed. I was really impressed with the vegetation and historic architectural styles."

- "I was impressed with the shaded lanes, their oaks, guava trees, and large hibiscus plants."
- "Grand Isle State Park and Fort Livingston were very impressive."
- "Most places are accessible to the handicapped."

#### B. Opportunities for Improvement

Team members were also asked to respond to a question concerning opportunities for improvement: "What basic improvements or changes can be made that would cost the community very little money, yet would help it better prepare for the future?"

The following were some responses:

- "The town's tourism sector needs to become better organized."
- "The island's general population needs to appreciate tourism's contribution to the local economy."
- "Residents need to develop a sense of self or community. They should be educated concerning the positive aspects of the community, particularly its history and rich culture."
- "There needs to be more support for elected and civic leaders."
- "Grand Isle's tourism industry needs to develop better linkages with the state and national travel communities."
- "A visitor information center needs to be established."
- "You need to find a way of increasing the involvement of the nonresident property owners in the community."

#### III. TOURISM AWARENESS

Citizens are more likely to support tourism if they have been involved in the planning. In order to generate interest, the citizens need to be made aware of the impact that tourism can

have on their community and lives. Having this information enables them to better identify what is right for their community.

Tourism can have many economic benefits, although it also has its costs. On the positive side, it brings new money into the community, contributes to the state and community tax base, and can create jobs. Costs of tourism to local communities can include excessive pressure on community services, loss of environmental quality, and increased social problems. However, good planning can help prevent or at least lessen some of the economic and social costs. The following information is provided to enable local and regional leaders to better inform the community at large about the tourism industry and its favorable impact.

**Fact: Travel and tourism is an economic powerhouse in the world.**

Travel and tourism produced \$1.449 trillion of value added, or 5.9 percent of the world's gross national product (GNP) in 1990. Since 1987, the industry's contribution to the world GNP has increased steadily, and is expected to reach 6.1 percent in 1993. By country and globally, travel and tourism's value added is significantly greater than that of other industries typically considered ahead of travel and tourism by public policymakers.

**Fact: Travel and tourism is one of the largest employers in the world.**

Travel and tourism spending directly employed 118 million people in 1990. This represented a total of 6.5 percent of the

global workforce, or one in every 15 workers. By country, travel and tourism has more employees than most other industries. Between 1990 and 1993, travel and tourism employment will have grown 50 percent faster than world employment. In 1993, travel and tourism workers will earn \$869 billion or 5.7 percent of the world's wages and salaries.

**Fact:** Travel and tourism is one of the world's leading producers of tax revenue.

Travel and tourism directly generated \$251 billion or nearly 5.6 percent of all direct and indirect corporate taxes in 1990, plus \$182 billion in personal income taxes from its 118 million employees. In 1993, travel and tourism's corporate, personal, and other taxes are expected to total \$520 billion.

**Fact:** Travel and tourism is a rising star in United States business growth.

U.S. residents directly spent \$296 billion on travel and tourism in the U.S. in 1991. International visitors directly spent another \$48.4 billion. The total spent on travel in the U.S. was \$344.6 billion, a 3.2 percent increase over the previous year.

Travel spending equaled 6.0 percent of the GNP in 1991, and industry sales grew faster than the GNP in 1990. If viewed as a single retail industry, travel and tourism is the third largest retail industry in terms of business receipts.

**Fact:** Travel and tourism employment continued to grow faster than nationwide employment.

In 1991, travel spending in the U.S. directly generated six million jobs paying nearly \$94.8 billion in wages and salaries. Travel and tourism employment grew by nearly 1 percent between 1990 and 1991. Direct travel-generated employment represented 5.5 percent of the nation's total nonagricultural employment in 1990 or one in every 18 jobs. Travel remained the second largest private employer in America, after health services.

**Fact: The direct benefits of travel and tourism to the average U.S. community contribute heavily to the economic vitality of the community.**

The return to the average U.S. community from investing in programs that bring in an additional 100 visitors per day are as follows:

<u>Direct Benefits</u>	<u>All Benefits</u>
\$1,463,000 in retail and service industry sales to visitors	\$2,780,000 in business receipts
\$332,000 in wages and salaries	\$768,000 in wages and salaries
29 new travel industry jobs providing additional income for 23 households with 61 residents	67 new jobs providing additional income for 52 households with 141 residents
\$116,000 in state and local tax revenue, enough to support 22 school children	\$189,000 in state and local tax revenue, enough to support 35 school children
Two or more retail or service establishments	Four or more retail or service establishments

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\*includes direct, indirect, and induced impact

Source: U.S. Travel Data Center

**Fact: Tourism is big business for Louisiana.**

U.S. and international travelers spent nearly \$5.2 billion directly in Louisiana in 1992, a 6.4 percent increase from \$4.7 billion in 1990.

Travel expenditures directly generated 84,970 jobs within Louisiana, 5.2 percent of the total state nonagricultural employment of 1.6 million jobs, or one out of every 19 jobs in Louisiana.

The largest sectors of employment within the travel industry are lodging (hotels, motels, inns, bed and breakfast establishments) and food service (primarily tourism-dependent restaurants, fast food establishments, and grocery stores). Travel-generated employees earned almost \$1 billion in wages and salaries during 1992.

Travel spending directly generated \$604.2 million for federal, state, and local governments in 1992.

**Fact: Tourism is big business for Grand Isle.**

In 1993, over \$4 million was spent by nonresidents of Grand Isle for retail and lodging expenses while visiting the town. This estimate includes camp owners and visitors. Visitors and camp owners are the largest contributors of sales taxes to the town.

The direct impact of the Grand Isle State Park on the state's economy is \$3.8 million. A significant portion of this revenue is generated by visitors from other states.

Tourism plays a major role in employment in Grand Isle. Besides the state park, there are over 50 other tourism-related businesses in Grand Isle including restaurants, motels, gift shops, bait and tackle shops, gas stations, and marinas.

#### **IV. TOURISM OPPORTUNITIES**

Each community has attributes that make it unique. An initial task in developing a tourism plan is to inventory existing resources that can be used to attract tourists. For Grand Isle, opportunities for tourism development and expansion exist through its diverse natural resource base, as well as its rich historical and cultural heritage.

##### **A. Recreation and Outdoor Resources**

Grand Isle is a long-established destination for fishermen and the recreating public. It has multiple assets and many can be carefully developed to attract more diverse tourism segments. It is important that the community not become complacent in its planning, development, advertising, and promotion. Beyond fishing, people have to be lured into experiencing the island's wonderful cultural and recreational activities. Grand Isle is simply too far off the beaten path, and one must want to go there. The outdoor experience that is promoted and advertised must be, available, must measure up to the billing, and be worth returning for or telling a friend about.

###### **1. Beaches**

If one is looking for white, sandy beaches and resort

hotels, then Grand Isle is not the place to visit. However, many people line its beach to enjoy the sun and water and "to pass a good time" during the lazy days of summer. Though Grand Isle is not a well-known beach resort outside the state, there are some things the community could do to enhance the beach area, which in turn would draw more in- and out-of-state tourists to the area.

The following recommendations are made:

- Increase the number of landscaped, pocket parks at designated public beach parking areas and gazebos at beach access crosswalks.
- Introduce sand volleyball at pocket parks and the commercial areas adjacent to the beach.
- Investigate rentals of sunshades, deck chairs, and the like for use at picnic and day-use areas.
- Investigate the possibility of jet ski rentals either on the beach or at a commercial outlet adjacent to the beach.
- Study the long-term possibility of establishing a Fourchon to Caminada state beach to complement the Grand Isle beaches and increase the opportunities for people to participate in outdoor experiences in the Grand Isle area.
- Establish a municipal Public Works Department maintenance plan for the pocket parks and gazebos. The plan should include consideration for designating a maintenance crew enlisting volunteers, organizations, or a combination of these.
- The same maintenance plan should focus on the Grand Isle beaches. It is vital that there be a schedule and that the lead

be taken with beach cleanups, the use of volunteers and organizations, beach adoptions, etc. The cleanup of beaches has to be a high priority because beaches free of litter will help retain and attract more beach users. (See information on litter in Appendix A).

•Creation of a community-wide attitude of pride and action can be achieved through:

- Cleanups - Organize, promote and encourage broader community participation in spring and fall beach cleanup programs based on local residents, businesses, and campowners. Establish consistent daily/weekly maintenance schedule for cleanup following organized cleanups.
- Signage - Post attractive signs at controlled access points to the beaches thus fostering beach stewardship and summarizing state and local prohibitions.
- Enforcement - Encourage enforcement of litter laws by local enforcement officers and investigate creating a "litter cop," volunteer Litter Watch agents. Funding can come from the funds local government is allowed to keep from fine collections.
- Evidence - Identify and target specific user groups who litter. Encourage marina operators, tackle shops, charter boats, motels, restaurants, etc. to use the Boater's and Fisherman's Pledge forms (see Appendix A) to invite, challenge, and encourage island anglers (resident and visitors) to participate in this litter education, prevention, and removal program.
- Hospitality/Community Public Attitude Adjustment - Address tourist complaints positively through education of island residents, businesses, and employees about some of the more unattractive aspects of the beach and island. For instance, while water hyacinths, aquatic plants, and dead fish, which are unappealing and unattractive, may not be able to be totally eliminated from the beachscape, they are indicators of a high aquatic productivity in the area, which provides the good fishing and fresh seafood so readily available on the island. If residents and businesses share this

information with visitors in a positive fashion, it will diffuse some of the complaints. The flip side of the uglies may be fresh shrimp and good surf fishing.

## 2. Fishing

Artificial Reefs - Offshore oil and gas structures create artificial reef habitats, which increases fishing opportunities for commercial and recreational fishermen. These structures provide some of the best fishing to be found anywhere and have contributed to the economy of the area through additional employment, local purchases, and as a base for support industries that service the rigs. Further development in this area can enhance the opportunities that already exist.

- The Grand Isle Tourist Commission or a fishing interest group should work with the Louisiana Department of Wildlife and Fisheries (LDWF) and the oil and gas industry, particularly Exxon and Conoco, to increase artificial reef development in the West Delta Planning Area (the artificial reef planning area within 15 miles of Grand Isle), and to continue development of additional reef sites in the South Timbalier Planning Area (within approximately 30 miles of the island).

- The Grand Isle Tourist Commission and city/parish government should also join with Freeport-McMoran and LDWF in planning a strategy to maintain the remnants of the Grand Isle Sulphur Mine, seven miles offshore, as an artificial reef.

- The development of a segmented breakwater along the bayside of the island should be supported. The breakwater is being planned as part of Louisiana's coastal restoration activity. It

will provide excellent fishing almost year-round and will be very accessible from the marinas. As one of the most extensive inshore artificial reefs, it may be an important fall and spring fishing feature. In this regard, the development of artificial reefs closer to shore should be enthusiastically supported.

Piers - Grand Isle's two piers are the only major Gulf fishing piers in the state, and they need to be promoted. Promotional literature of fishing opportunities at Grand Isle should emphasize the diversity of fishing opportunities (piers, surf, crabbing, charters, scuba, night) especially attractive to entire families, as well as to new or inexperienced anglers without boats.

Both the pier at Grand Isle State Park and the Old Caminada Bridge can accommodate many more anglers throughout the year. Consideration should also be given to constructing an additional mid-island bay pier on the north side of the island.

The Grand Isle Tourist Commission and town government can work with state legislators to seek funding for the extension of the Grand Isle State Park fishing pier another 200 to 400 feet and to provide lighting underneath. This mechanism can also be used to seek funding for Grand Isle West State Park and the development of fishing piers and other facilities to support day use activities such as picnicking and crabbing.

A priority should be to acquire resources for maintaining and stabilizing the Old Caminada Bridge Pier. Serious consideration should be given to finding a recurring source of

funding. A nominal fee of \$2.00 or an annual pass fee of \$5 to \$10 could be collected which may provide funds to maintain the pier. Fee collecting methods would have to be investigated. They include self-pay, collection by attendant, or collection by some adjacent business. Any other revenues realized beyond the pier's expenses should be devoted entirely to operation, maintenance, enhancement, or replacement of other Grand Isle public fishing piers.

Rodeos - Promotion of both public and private fishing rodeos can stimulate out-of-town visitation and bring new money into a community. This can be done by inviting additional sportsmen's clubs and businesses to sponsor fishing rodeos or club events on the island. As scheduled events, rodeos can be planned to take advantage of open dates and off season fishing opportunities.

Fishing Licenses - The Grand Isle Tourist Commission, the newly established Louisiana Charterboat Association, marinas, motels, and other groups involved in the tourism industry should work closely with each other to develop information on the impact of existing non-resident license fees on their businesses. If a significant impact is found, this information should be used to encourage the Wildlife and Fisheries Commission to reduce the out-of-state fees for two- and seven-day fishing licenses.

Fishing Hotline - The Grand Isle Tourist Commission is working to establish a 1-800 number where callers can obtain current fishing conditions and fishing services available on the island. This service should be staffed by dependable and impartial personnel.

Charter Boat Fishing - A Grand Isle Charter Boat Association should be established to consider issues and opportunities that are of interest to this segment of the local industry. For instance, they could organize a program with the Concierge Association in New Orleans to familiarize them with their charter boats. The GITC could assist with this. Visitors would most likely come for day trips but they are possible prospects for overnight visits. The charter captains should investigate the need for opportunities associated with head boats.

Other Fishing Opportunities - Crabbing can be promoted as an alternative form of recreation. It can be done from the bank or shoreline and does not require significant equipment, experience or large cash outlays. Simple directions on how to crab should be developed and distributed through the visitor information center and commercial and public outlets. These brochures can also help promote motels and other accommodations on the island that have facilities for boiling crabs, so that overnight visitors can enjoy their harvest on site. It should include instructions for handling and cooking crabs safely. It might also list seasons and locations for crabbing (e.g., fall crabbing is better on the bay side than the beach). Nearby businesses, tackle retailers, motel/camp operators, etc., might either rent or loan a few crab nets to their patrons on a daily basis.

Fishing in adjacent marsh areas, bays, and offshore should be promoted during the spring and fall. These areas provide excellent fishing for a wide variety of species, and a marketing

opportunity for seasons other than summer. Information for anglers on the best places to fish, along with instructions, seasonal weather patterns to be aware of, and safety information, can insure a successful trip and a happy tourist.

### 3. Other Outdoor Activities

Fort Livingston - The Grand Isle Tourist Commission, along with local elected officials and the state legislative delegation should pursue the stabilization, interpretation and development of Grand Terre island and Fort Livingston. This is vital for the preservation, interpretation, and development of the historical and cultural legacy associated with the "Buccaneer" Jean Lafitte.

The following avenues should be pursued:

Request the funding of Fort Livingston through the Office of State Parks master plan for the site.

Investigate and petition the National Park Service to consider developing the fort and Grand Terre as an extension of the Barataria site of the Jean Lafitte National Historical Park.

Support a cooperative endeavor by the Office of State Parks, National Park Service, and the Town of Grand Isle to develop Fort Livingston as a tourist attraction.

Develop tours to Fort Livingston during the winter as an off-season opportunity to attract visitors to the island.

Birding - The Grand Isle Tourist Commission should work with the Audubon Society, Louisiana Department of Wildlife and Fisheries, and other birding interests to promote Grand Isle as a destination for birders. Bird identification lists from the Office of State Parks and the Audubon Society can help tourists locate and identify species. At least 102 species have been identified on a single birding day trip along LA Hwy. 1 from

Thibodaux to Grand Isle. The following groups and organizations should be contacted: local chapters of the Audubon Society, universities, LDWF, nature centers, commercial outfitters, and other interested organizations that help identify and develop birding tours. Walks and viewing trails along the back side of the island could be developed as self-guided tours. Inshore charter fishing guides may be interested in additional uses for their boats. The Louisiana Audubon Society and other interested groups can help identify and establish seasonal tour routes.

Birding can be an alternative activity for nonfishing members of a tour group or family. This activity could well attract a clientele that has not traditionally gone to Grand Isle, particularly if a linkage is developed with birding opportunities at Fourchon Beach. Care should be taken not to overstate or overrate the viewing opportunities. Spring and fall migrations are much like fishing, in that if one is not there on the appropriate day one won't see as many birds. It may be possible to see 100 species per day, but make no guarantees.

Camping - The community should also work with the Office of State Parks to develop an expanded, unimproved camping area behind the park's dunes. Improved and unimproved camping opportunities should be supported and commercial campground owners should be encouraged to enhance and increase the attractiveness of their sites.

#### **B. Historical and Cultural Attractions**

Grand Isle has a number of historical and cultural assets

that should be preserved and presented as attractions to tourists. Some of these assets, like the island's colorful history as a base for Jean Lafitte and his pirates, are well known. Others, however, are more obscure--for example, the existence of a number of buildings still in use today that are over 100 years old.

A delightful--and unexpected--feature of the island is the atmosphere afforded by the residential area where these historic buildings are located. The narrow lanes deeply shaded with oaks and palmetto have a still and timeless tropical quality like that found in the Caribbean. The silence, broken occasionally by the sounds of birds and insects, creates a different world from that of the noisy, commercial beach. Perhaps this part of the island is busier and noisier during the summer when more people are using their camps, but in March when the assessment team was there, it was a charming retreat from the traffic and commerce that characterize the beach.

Thus, Grand Isle has two distinctly different identities--an older, slower, historic character that persists today, alongside the fast-paced, ever changing commercial attractions of a busy beach. It is hoped that the following recommendations will help to develop, yet preserve, the island's historical and cultural assets for recognition by island residents as well as by tourists.

#### **1. Grand Isle Historical Society**

The formation of a Grand Isle Historical Society is

imperative. This committee's first project should be a careful and detailed inventory of all island properties that are at least 50 years old. A good start was made with the walking tour flier that was produced for the Cheniere Hurricane Centennial in 1993. The flier lists 13 structures--houses and a former grocery store-hotel--that were built in the nineteenth century. Considering the numerous hurricanes that have continually battered Grand Isle through its history, it is remarkable that these buildings are still standing and even more remarkable that they are still in regular use.

The committee should work with the present owners to nominate the older, unaltered buildings to the National Register of Historic Places and place easy-to-read historic and interpretive markers at each site. The markers being used at present are inadequate and difficult to read. The Division of Historic Preservation (504-342-8160) within the Office of Cultural Development, Louisiana Department of Culture, Recreation, and Tourism, can be of help in this project.

Another important inventory that should be made by this committee is a cultural one that includes all local stories and legends and a record of every event and thing that might be called the "first," the "last," the "oldest," the "only," or the "largest". Family stories are especially important in cultural inventories, especially stories from families descended from historical characters--for example, the descendants of Lafitte's lieutenant, Nez Coupe.

## **2. School Programs**

Another area in which a significant impact could be made is the development of activities related to Grand Isle history in the schools. Such activities as plays and pageants, essay contests, and art exhibits at all grade levels would encourage children to learn about and appreciate Grand Isle history, and would also capture the attention of their parents and other island residents.

Other kinds of projects that help to engender community pride in young people include "adopt a beach" or "adopt a gazebo" programs. The high school Beta Club could get involved in these as a service project. Two school teachers attended the open tourism meeting at the Community Center during the week the assessment team was there. They were very interested in promoting history and cultural awareness in the schools and there are probably many more teachers who would also like to help coordinate such projects with their students.

## **3. Tour of Historic Buildings**

The brochure now used to direct people on a tour of the island's historic houses should be expanded to include physical descriptions of each building and some indication of architectural significance. At present, the commentary contains information about the families who built the houses and those who live in them now. While this information is of local interest, it is inadequate to describe the historic value and interest of

these buildings. The Division of Historic Preservation can be consulted for assistance.

We also suggest that the tour described by this brochure not be called a "walking tour." There are no sidewalks. The lanes leading to the houses are narrow, rough, and overgrown, which might make it difficult for any but the most determined walker, and the buildings are too spread out for easy locating. Instead of encouraging visitors to walk, the brochure can describe the tour simply as "self-guided," and leave mode of transportation to the tourist.

It is important to put this brochure and any other material related to Grand Isle history and culture in shops and convenience stores. Tourist Commission members should talk with the owners and managers of these businesses and enlist their help in educating their employees about the island. Team members found only one place (a convenience store) where an employee was able to tell them something about the island and to direct them to some of the historic buildings.

#### 4. Museum

A museum is a worthy project and can become an important cultural and historical repository for the island. It is an excellent project for the Historical Society to undertake. While the old Ludwig-Augustine store is a fine site for the museum, the building will need serious restoration. Especially important is the removal of the siding that has been added. The building will not be useful as a Welcome Center, however, because it is located

too far off the main traffic route and the lanes leading to it are too narrow to accommodate much automobile traffic.

The Commission should request space for an exhibit of artifacts and historical tidbits, associated with the early days of Grand Isle's commercial fishing industry, in the newly planned Jefferson Parish Commercial Fishing Museum in order to interest and attract people to the island who would not ordinarily chose to visit.

##### 5. Grand Isle Library

The local library is a much underrated and underutilized resource for cultural development. Team members who talked to the librarian learned that it is a natural center for tourists who continually call there wanting information about the island before they arrive. During the summer, the library provides a respite from the beach and the sun for many tourists, especially children. They are curious about the island and ask a lot of questions about it. The librarian is very supportive of cultural development in Grand Isle and said that she would like to have more Grand Isle-related material to give tourists, especially material on history, historic buildings, bird-watching, and marine life.

The librarian normally has summer reading and story-telling programs for the children. We suggest that the Historical Society or Tourist Commission work with her to institute activities related to Grand Isle history and culture. A "History Day," for example, could involve the whole community in music,

poetry, story-telling, and art projects designed to focus attention on island history.

#### 6. Arts and Crafts

The team saw fewer than half a dozen shops offering arts and crafts, and most of those had only mass-produced souvenirs such as T-shirts, caps, and beer can holders. Important in both cultural history and commerce, local arts and crafts represent an untapped and potentially lucrative commodity. It is important to know who the local artists and craftspeople are and also to provide them a venue for exhibiting and selling their work. We suggest that the first step be to make an inventory of the island's artisans--needleworkers, painters, woodworkers, potters, toymakers, et al. Anyone who makes any handcraft for sale should be listed.

These people should be consistently included in all community activities related to island culture and history, and their work should be permanently on display in a public place such as the Community Center. It is very important to display items properly and to indicate prices and other pertinent information such as where handcrafts can be obtained. For example, team members saw some quilts and other samples of needlework lying casually on a table at the Community Center, but there were no prices indicated, no addresses or telephone numbers for the craftspeople, and no one around to ask. When the site for a Visitors' Center is chosen, the work of these craftsmen could be displayed and sold there also.

## 7. Community Center

The Community Center can serve as an interim Visitor Center and is an excellent facility for holding community-wide events such as dances, music festivals, street fairs, and arts and crafts shows. Cultural activities involving the history and special character of Grand Isle should be planned to take place at the Center, perhaps to coincide with activities in the schools so that the two would reinforce each other.

It is a good idea to follow the 1993 Cheniere Hurricane Centennial, in which the victims of the 1893 hurricane were honored, with another large event so that the cultural momentum is kept going. Since hurricanes are agents of destruction and death, however, a happier theme reflecting Grand Isle history and culture should be chosen. Perhaps a theme that educates regarding hurricanes while reminding. This theme should be ongoing, with the event held on some regular schedule, but at a time well removed from the Tarpon Rodeo. (See page 40.)

### C. Other Market Opportunities

#### 1. Helicopter Tours

As tourists begin to come in increasing numbers, entrepreneurs and other Grand Isle Tourist Commission members should investigate the possible opportunities for helicopter tours of the island, marshes, and water bodies. The abandoned Freeport-McMoran landing pad could serve as a base of operations.

#### 2. Condominium/Marina Development

The Commission should look at promoting additional

condominium/marina development based on the high occupancy of Pirate's Cove. Condo owners should be encouraged to make more rental units available to the vacationing public. A small airstrip or seaplane harbor may be attractive to condo owners.

### **3. Snowbirds/Retirement Community**

The Grand Isle Tourist Commission should look at the long-range possibilities of promoting Grand Isle as a retirement community. Long-range is stressed because much infrastructure work must be done in order to capture retirees from other than adjacent areas.

The Commission should make every effort to advertise and promote Grand Isle as an opportunity for "snowbirds" to escape the northern climates and participate in a variety of activities unique to the Grand Isle area.

### **4. Youth-Oriented Opportunities**

Grand Isle, like most of Louisiana, does not offer activities designed to attract the youth nor support family-oriented facilities and participation other than the beach itself. The Commission should actively pursue the development of youth-oriented activities to attract those families with children and teens. Surrounding states such as Florida, Texas, Mississippi, and Alabama have already done this.

### **5. Barataria-Terrebonne National Estuary Program (BTNEP)**

The community should work with the BTNEP to promote ecotourism programs and packages that feature Grand Isle's assets as a great location for ecotourism.

## **V. MARKETING AND PROMOTION**

Marketing is essential because it matches the right product with the right audience. Since tourism is primarily a service based industry, the principal products provided by recreation and tourism businesses are recreational experiences and hospitality. The challenge for promoting these activities is that the customers must be brought to the products. The "travel experience" must be worth the cost to the customer. Many activities and facilities comprise the overall "travel experience". Businesses and organizations need to work together to promote tourism opportunities that will assure consistency of the product quality.

It is important to establish reasonable marketing objectives for your community. Short-term, sensible plans help build community confidence and develop a foundation for the longer range.

The following briefly describes the team's findings relative to marketing and promotion of Grand Isle as a tourist destination. The first section summarizes Grand Isle's existing visitor market. The second section lists the team's recommended near-term (within the next two years) marketing and promotion objectives. The final section lists suggested long-term marketing and promotion objectives, which have been designated "long term" because of the higher level of preparedness that Grand Isle must reach before tackling these objectives.

### A. Grand Isle's Market

Grand Isle's biggest market is middle to lower income anglers who take their families to enjoy the beach and fish. They are not as demanding as others of high-caliber lodging and restaurants and are cost conscious. The higher income anglers constitute a smaller market. These individuals are more likely to live in condominiums, own cabins, use charter boats, and/or participate in fishing rodeos. These people are critical to the well being of the area's charter boat operations and this market should grow for Grand Isle.

Grand Isle's visitors are predominantly from south Louisiana. Using the state park visitor as the profile of the typical visitor, approximately 86 percent of the visitors are Louisiana residents and 14 percent from out of state.

While many of the motel and charter operators note that they receive a considerable amount of out-of-state business, it is likely that it ranges from 10 to 20 percent of their total volume. The vast majority of the visitors are from an area that encompasses Bayou Lafourche, the greater Baton Rouge area, and Lafayette. There are fewer visitors from the New Orleans metro area than in years past.

Grand Isle is not an important destination for "snowbirds," older residents from north of the Mason-Dixon Line who migrate south for the winter. The only reliable statistics are from the state park, where senior citizens make up 14 percent of the visitors.

Grand Isle's visitors come predominantly during the summer months. Shoulder seasons are the spring and fall seasons. The busiest times are generally dictated by holidays, traditional summer leisure travel, and good fishing.

Repeat business is a big factor. Customer loyalty to specific motels repeatedly brings visitors back to Grand Isle.

#### **B. Immediate Marketing Objectives**

The following marketing objectives should be undertaken by the GITC immediately:

- Develop and print a new tourist brochure for Grand Isle. Mark Hilzim, Secretary of the Louisiana Department of Culture, Recreation and Tourism, made a verbal and written offer to assist Grand Isle with the development of a new brochure. It should be colorful, include a map of the island and include all dues-paying members of the tourist commission. Information should be included with regard to infrastructure to let tourists know what will be available for them. The Grand Isle Tourist Commission should take advantage of this offer and secure funds for printing a sufficient quantity. They should then be distributed on the island, through the state's welcome centers, and other tourist information centers in south Louisiana.

- Select a "Voice of Grand Isle" who will stay in contact with Baton Rouge and New Orleans sports media and provide reports on fishing and boating conditions. The Voice should be a dependable person with good communication skills and who is

highly knowledgeable about fishing. A charter boat captain or a fishing guide is recommended.

- Conduct familiarization (FAM) tours with travel and outdoors writers and editors. Magazine articles on Grand Isle can be as good as or better than paid advertising. For this reason one of the priorities for the Commission should be to organize FAM trips for writers and editors of outdoor and travel publications. Writers and editors love to experience a destination before writing an article about it. A FAM tour of Grand Isle should be tailored to the FAM tour members and include activities (obviously donated by members of the Commission) suited to them.

- The Grand Isle Tourist Commission should visit other small towns within Louisiana with tourist commissions that have built successful tourism programs. There are many examples in rural Louisiana where small towns and cities have invested in tourism and experienced success. The Grand Isle Tourist Commission can learn the "secrets of success" from places like Lafitte, Jennings, or Opelousas. The Commission should visit these areas, meet with the key tourism people, and learn first-hand those key items to success.

- Establish an interim visitor center at the Community Center. A visitor center is badly needed for Grand Isle. A visitor center would form the focal point for visitors looking for attractions, lodging, and restaurants. The most logical location at this time is the attractive, but underutilized,

Community Center. It is highly visible and easily accessible since it is located on Highway 1. The visitor center could be staffed by a senior citizen volunteer and local youths. When funds become available, a part- or full-time travel counselor should be hired to staff the center and see that the center stays stocked with brochures from Grand Isle and surrounding area attractions, lodging, and restaurants.

- Shift the Commission's telephone answering responsibility from Town Hall to the Visitor Center. The Center's staff would be the most appropriate persons for counseling visitors. The staff should be trained by the Town and Commission to represent all Grand Isle attractions, motels, and restaurants equally when providing information to future visitors.

- Use the occupancy tax currently collected by the parish for the operation of the Tourist Commission. Jefferson Parish collected \$3,548.06 in 1993 from the occupancy tax in Grand Isle. The parish retained \$2,483.64 and remitted to the Town of Grand Isle the remainder (\$1,064.42). It is the team's recommendation that the total collected in Grand Isle be used by the Tourist Commission to promote tourism in Grand Isle. As a first step, the town should pursue with the parish getting the entire local occupancy tax collections committed permanently. After that, the town should assign these funds to the Tourist Commission as a line item in its annual budget.

- Establish a formal relationship with the Lafourche Parish Tourist Commission. Regular meetings should be established with

Ms. Natalie Dantin, the Commission's executive director, or her staff to insure cooperation. This Commission is an ally not a competitor, and its Welcome Center in Raceland gets daily inquiries for information on Grand Isle. These requests for information mean additional business for Grand Isle. Ms. Dantin and her staff have many years of experience in the tourism industry and are willing to work with Grand Isle to improve tourism.

- The Grand Isle Tourist Commission should network with other tourism organizations around the state. Statewide and regional associations and conferences offer ideal educational opportunities for Grand Isle. The Louisiana Travel Promotion Association is a statewide organization of tourism businesses. The Commission should actively participate in this organization and should invite its board of directors to meet in Grand Isle during one of its regular meetings. Members of the tourism community should also attend the educational sessions of the annual Louisiana Travel and Tourism Summit sponsored by the Louisiana Office of Tourism, LTPA, and many other related organizations. Another conference that is ideal for networking with other small rural communities is the Louisiana Rural Tourism Conference sponsored by the Louisiana Sea Grant College Program and other agencies.

- Improve the signage leading to Grand Isle. While there is only one route to Grand Isle--LA Hwy. 1--signs should be strategically placed to inform travelers on U.S. Highway 90 that

there are beaches in Grand Isle. The Commission should work with the Department of Transportation and Development (DOTD) to place a sign on U.S. Highway 90 at the intersection of Highway 1 with the words "Gulf Beaches". Also, a new signage program is being developed for tourism by DOTD and should be investigated by the Commission. The new program is called TODS. Appendix B briefly describes this program and gives the appropriate contacts in DOTD.

- Cooperation with JEDCO (Jefferson Parish Economic Development Commission) should be enhanced. JEDCO represents all of Jefferson Parish. Its recently printed brochure contains only minimum information about Grand Isle. The Commission should insure that the reprinted brochure includes Grand Isle in much greater detail. The brochure's distribution in the metro Jefferson area is extensive enough to provide significant impact on tourism to Grand Isle. It is also a great companion to the proposed new brochure about Grand Isle.

- The Commission should provide a succinct description of Grand Isle and its attractions to popular travel guides such as those published by Mobil and the American Automobile Association (AAA) and attempt to have Grand Isle lodging establishments and restaurants listed.

#### C. Long-Term Goals

- A permanent Visitor Center should be established on LA Hwy. 1 near the bridge. Just as Lafayette has done with its very successful "Gateway to Lafayette" project, Grand Isle should

create a gateway project of its own. By placing the Visitor Center at the entrance to the town, visitors will be able to secure information as they enter Grand Isle. A paid travel counselor, either part- or full-time, should provide the primary staff along with volunteers and possibly, on a seasonal basis, some teenaged members of the community. The Center should have adequate parking for visitors and be attractive enough to entice visitors to stop and take pictures.

- A new special event should be created to entice visitors to Grand Isle. Special events such as festivals, fairs, fishing rodeos, and other sporting tournaments attract many visitors for the duration of the event. In fact, Louisiana has a wealth of special events that play a major part in tourism. An additional event in Grand Isle that would highlight, for example, Grand Isle's historic past with pirates, hurricanes, oil and gas development, or fishing, would bring more tourism to the town. The event could be sponsored by the Commission, the Town, and/or various other civic groups. However, the Commission needs to be involved since the promotion of the event is a very important part of the whole effort.

- Future FAM trips should be planned for other groups that affect Grand Isle's market. Groups such as New Orleans Concierge Association and the Baton Rouge and New Orleans news media should be targeted for FAM tours. Groups such as these are as effective as state travel counselors and travel writers in influencing decisions to visit Grand Isle.

- The Commission should take advantage of the Office of Tourism's cooperative advertising program. The Office of Tourism has a cooperative advertising program in which tourist commissions can participate at a very reasonable cost. When funds become available to the Commission and advertising becomes an objective, the Commission should contact the Office of Tourism for details on how to take advantage of this cost-sharing marketing program. Many tourist commissions across the state have already received great benefits from this program with co-op ads placed in major publications.

- RV travelers, especially "snowbirds," should be targeted to visit during the nonsummer months. Promotions targeted to enticing more campers in the off-season could definitely bring more business to Grand Isle when business is needed. Grand Isle Tourist Commission could be listed in the major campground guides such as Woodall's Campground Guide and Trailer Life for a small amount of money. Existing resources are not enough to have an immediate impact; therefore, this campaign should be considered a long-term goal.

- The Commission should have a presence at sportsmen's shows in the area, such as those in New Orleans and Baton Rouge. By sponsoring a booth at such shows, the Commission will be able to distribute brochures for all of its members. A cooperative effort representing many attractions, restaurants, and lodging services is more productive than a lone business doing the same.

Also, each show should be evaluated for its performance in producing business for the community.

- Enterprises should be encouraged. Development of nature, hiking, jogging, and biking trails across the island will provide opportunities for new businesses, such as bike and moped rentals. Marked riding trails, on-road, off-road, and beach, can be established by providing simple signage, maps, and educational materials. Bicycle clubs throughout the state should be contacted to let them know of the opportunities available. Cyclists spend between \$20 and \$60 per day when traveling, in addition to overnight accommodations and meals.

- An exercise trail around the Community Center for residents and visitors can be of benefit to residents and visitors and should be developed as soon as possible for public use. The Office of State Parks should be encouraged to obtain funding for an interpretive dune trail at Grand Isle State Park.

- Jet ski rentals, trolley tours, and other tourist-related businesses could operate on the island during the heavy summer season. The Commission should work with local entrepreneurs to help encourage such businesses, if feasible. More businesses like these increase the amount of tourism opportunities for visitors.

- New attractions should be encouraged. An oil rig replica, a museum, and the restoration of Fort Livingston are examples of new tourist attractions that should be promoted by the Commission. The Commission should give its support for any new

attraction that would increase the number of visitors and amount of business activity within the community.

## VI. TOURISM ORGANIZATION FOR GRAND ISLE

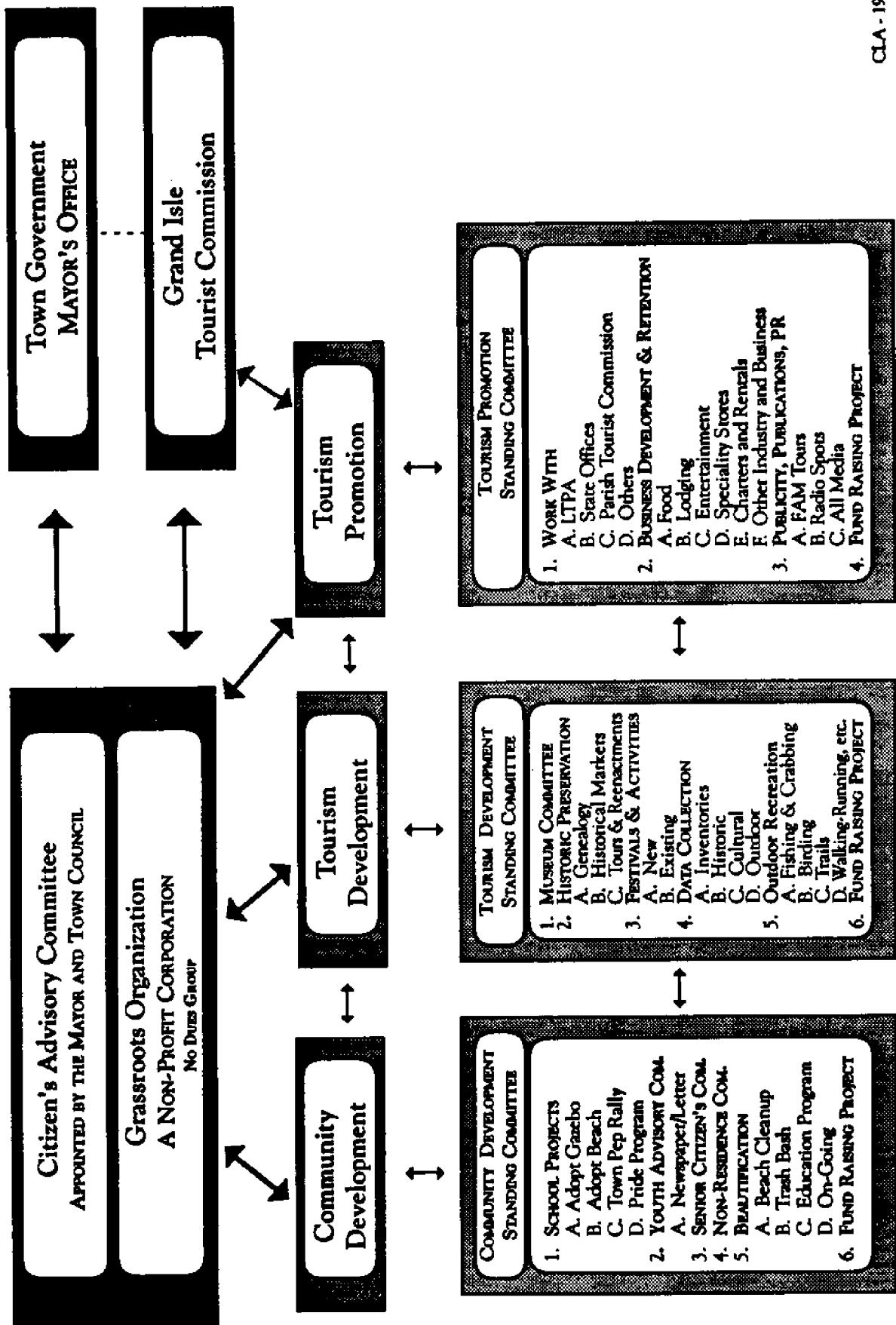
Cooperation and coordination are key elements for building a successful tourism program. A grassroots community organization whose sole mission is to work on community and tourism-related activities is very important for the community. The Grand Isle Tourist Commission should take the lead with this initiative. They will need to cooperate with Town Hall in this endeavor.

### A. Grand Isle Community Organization

A three-pronged approach to handling community and tourism-related efforts in Grand Isle (see organizational chart) is proposed. The study team is of the opinion that tourism development is an integral part of economic and community development. For this reason, all segments of a community the size of Grand Isle should be included in such an effort. Nonresident landowners are an important part of the Grand Isle community. This section is comprised of individuals from all professions and can be a valuable resource in the development of Grand Isle. An umbrella organization should be established that brings together community leaders, public officials, and tourism businesses. An organization such as this one would exemplify the concept of a public-private partnership designed to promote community development. The following steps are proposed for establishing and implementing the organization.

# Grand Isle, Louisiana Citizen's Committee

## Organizational Chart



### **Step One**

•The Mayor and Town Council should be asked to appoint a Citizens' Advisory Committee (a core group of seven to nine people) whose goal it is to further tourism and community development on the island.

•All segments of the community should be included in this core group: government, business/industry, the Grand Isle Tourist Commission, regular citizens, senior citizens, nonresident land owners, young people, school and church groups.

### **Step Two**

•The Citizens' Advisory Committee would take the lead in establishing an autonomous, nonprofit organization with ties to town government. Such an organization would not charge dues or fees, thus allowing for the involvement of all interested persons. Anyone who wants to do something for his community should be given the opportunity to do so. Money to help run the organization can be raised by having fund-raising activities.

### **Step Three**

•The organization should set goals and establish plans of action.

•Standing committees would be formed that carry out the work the organization wants to do for the community.

#### **B. Recommended Standing Committees and Projects**

The following are examples of standing committees with suggested projects for each that could be used for Grand Isle.

Each standing committee should have one annual project that is a fund raiser for the nonprofit corporation.

#### **1. Community Development Committee**

This committee would work on community projects that will not only promote the tourism industry but will involve the entire community. Examples include school projects with clubs or groups that involve young people in their community. Suggested projects might be Adopt-a-Gazebo, Adopt-a-Beach, and an on-going community pride program. (See example of Opelousas Pride Program in Appendix C). A town pep rally organized and led by the young people can get everyone involved and be a positive step. (See example of Pep Rally in Opelousas, Appendix C).

A Youth Advisory Subcommittee established as a school function can help give young people a voice in their future. This group can produce a community newspaper or newsletter concerning events and activities in the area. It could be given out at all the restaurants, motels, and shops on the island. Tourists as well as local citizens would then know what is going on in the area.

A Senior Citizens' Subcommittee can work on projects and activities dealing with community development as well as other special projects and activities.

The Community Development Committee should also reach out to nonresident property owners in Grand Isle. These people also have a stake in the community.

The existing beautification group could well fit as a subcommittee under Community Development. This group should attempt to get everyone involved in beautification. The town needs on-going cleanups and must remain attractive. Beach cleanups and "trash bashes" can be organized by this subcommittee and can include individuals from organizations, industry, businesses and other volunteers. It can also develop other programs to help educate the general public about the importance of keeping Grand Isle clean.

## 2. Tourism Development Committee

This subcommittee would work on projects and activities to help create activities, programs, and projects that will develop a diversified tourism industry. This will not only benefit tourists, but the entire community.

A Museum Subcommittee would begin immediately to look into creating a community museum. The museum could be an exhibit that tells the story of the community, its history, its culture and its people.

A group working on historic preservation can help to form a Historical Society. Projects for this group could be to look into genealogical aspects, obtain historic markers, develop historic tours, and have re-enactments of historic events.

Creating new festivals and activities and assisting with existing ones can be the job for a Festivals and Activities Subcommittee.

An Outdoor Recreation Subcommittee can work on projects and activities to help develop this part of the tourism effort. Some areas that might be covered include fishing, crabbing, birding, trails, bike tours, running events, and walking events. Other suggestions are made under the section dealing with outdoor recreation.

### **3. Tourism Promotion Committee**

This group would be comprised of members of the community and members of the Grand Isle Tourist Commission, who would work with area tourist commissions, state offices, and other tourism organizations to promote Grand Isle as a destination for tourists. This committee would also concern itself with tourism business development and retention by working with existing businesses, as well as helping attract new businesses to the community. An example of existing and new businesses that would enhance tourism are entertainment, charters, and rentals such as biking, skiing, boating, and fishing equipment.

### **C. Tourist Commission**

The Grand Isle Tourist Commission is a privately organized dues-paying entity. It should remain as such, but it is vital that it not forget its public role and become active in the proposed Citizen's Advisory Committee. The Tourist Commission's advice will be essential to help guide this committee in implementing projects and activities that coincide with and support the Commission's role of marketing and promotion of the

island. In effect, it will serve as a Chamber of Commerce-type organization.

In order to accomplish this most effectively, the Commission needs to be reorganized. A small (3-5 members) Steering Committee should review the initial charter, mission, by-laws, goals and objectives, and issue recommendations that make the current structure more efficient. All current members should have the opportunity to review the Steering Committee's recommendations and suggest changes. Among the issues that the Steering Committee should consider is whether to amend the by-laws to change quorum requirements. Consideration should also be given to setting up an Executive Committee (3-5 members) that would meet and carry out the lion's share of the Commission's duties. General membership meetings could thus be held on a bi-monthly, quarterly, or even semi-annual basis. Each member of the Executive Committee would be made responsible for certain areas, thus, there is an individual who is responsible for the completion of assigned tasks and projects. The Commission can only be as successful and as strong as the commitment of its leadership, and this commitment needs to be made up front to each other. If someone agrees to serve on the Executive Committee he should be making a commitment to meet regularly and fulfill assigned responsibilities. Despite the frustrations of many, there is an urgent need for commitment to each other to get certain things accomplished. Undoubtedly, the positive results

will become evident in the near future which in turn will inspire renewed efforts from others.

## **APPENDIX A**

Louisiana Litter Reduction and Public Action Act #362  
The Louisiana Rule on Placement of Litter Receptacles Act #936  
Louisiana Litter Watch (Adopt-A-Beach Program)  
Senate Bill No. 1097 and R.S. 25:1119 (Litter Control)  
Boater's and Fishermen's Pledge  
"Louisiana Outbacker", Volume 1, Spring 1993

## LOUISIANA LITTER REDUCTION AND PUBLIC ACTION

### ACT #362 THE LOUISIANA LITTER LAW

#### PENALTIES FOR LITTERING:

- \* Upon first conviction, offenders will be fined not less than fifty dollars (\$50.00) nor more than two hundred dollars (\$200.00).
- \* Upon second conviction, offenders will be fined not less than three hundred dollars (\$300.00) nor more than one thousand two hundred and fifty dollars (\$1,250.00) or sentenced to serve eight hours (8) of community service in a work detail as approved by the court, and have his motor vehicle driver's license suspended for sixty days (60).
- \* Upon third conviction, offenders will be fined not less than five hundred dollars (\$500.00) nor more than three thousand dollars (\$3,000.00), have his motor vehicle driver's license suspended for one year (1), be imprisoned for not more than six months (6), or sentenced to serve twenty-four hours (24) of community service in a work detail as approved by the court, or all or any combination of the aforementioned penalties.

#### DISTRIBUTION OF FINES:

- \* Fifteen percent (15%) shall be paid to the state treasury for credit of the Louisiana Beautification Fund.
- \* Fifteen percent (15%) shall be paid to the law enforcement agency issuing the citation.
- \* Fifteen percent (15%) shall be paid to the office of the district attorney, or city attorney, or other prosecuting authority which prosecuted the defendant unless a fine is paid prior to a charge being made by a prosecuting authority, in which case this percentage of the fine shall be credited to the Louisiana Beautification Fund.
- \* Fifty-five percent (55%) shall be paid to the local governing authority in which the offense was committed to be used solely for purposes of litter abatement in litter free zones, including but not limited to costs as provided in R.S. 25:1118 (C).

1051 N Third, Room 320  
Post Office Box 94291  
Baton Rouge, LA 70804-9291

# THE LOUISIANA RULE ON PLACEMENT OF LITTER RECEPTACLES ACT 936

## Chapter 3. Placement of Litter Receptacles

### §301. Purpose

By provision of Act 936, the Louisiana Litter Control and Recycling Commission has been delegated authority to conduct a permanent and continuous program to control and remove litter from the state to the maximum extent possible. The purpose of these rules is to provide minimum standards for litter receptacles throughout the state, pursuant to the authority set forth in Louisiana R. S. 25:1110 et seq. as amended by Act 936 of the 1987 regular session.

### §303. Definitions

The following words and phrases as used herein have the following meanings unless context clearly dictates otherwise:

- A. *Anti-litter symbol* means the standard symbol adopted by this commission.
- B. *Department* means the Louisiana State Department of Culture, Recreation and Tourism.
- C. *The Commission* means the Louisiana Litter Control and Recycling Commission.
- D. *Litter* means waste materials including, but not limited to, disposable packages or containers susceptible to being dropped, deposited, discarded, or otherwise disposed of upon any property in the state, but not including wastes of primary processes of manufacturing, farming, sawmilling, logging, mining, etc.
- E. *Litter receptacle* means a container of not less than 15 gallons constructed, appropriately marked, and placed for use as a temporary depository for litter. Any containers, commonly referred to as "dumpsters," and any garbage receptacle for deposit of litter for single or multi-family residences may be used and shall in no way be governed by these rules.
- F. *Person* shall mean any industry, public or private corporation, partnership, association, firm, individual, or other entity whatsoever.

- G. *Public place* means any area that is used or held out for the use of the public whether owned and operated by public or private interests, but not including in-door areas. Any in-door area shall be construed to mean any enclosed area covered with a roof and protected from moisture and wind.

AUTHORITY NOTE: Promulgated in accordance with R.S. 25:1110.

### §305. Responsibility to Procure and Place Litter Receptacles

It shall be the responsibility of any person owning or operating any establishment or public place in which litter receptacles are required by these rules and regulations to procure, place and maintain such receptacles at their own expense on the premises in accordance with the provisions of these rules and regulations.

AUTHORITY NOTE: Promulgated in accordance with R.S. 25:1110.

**DON'T  
LAY  
THAT  
TRASH**



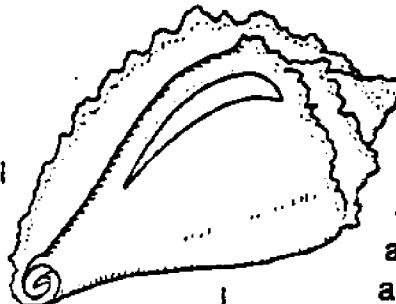
*on*

**LOUISIANA**

**LOUISIANA  
LITTER  
WATCH**

## **ADOPT-A-BEACH PROGRAM**

Adopt-A-Beach is a litter control program designed to rid Louisiana's recreational beaches of debris and litter left behind by beach users or washed ashore from the Gulf of Mexico. It is a volunteer program initiated by the Office of Litter Control and Recycling established by authority of Act 410 (Regular Session, 1986).



and pride in the beauty and usefulness of Louisiana's natural resources. Such adoption discourages improper waste handling by beach users and others associated with the commercial and recreational use of the marine environment.

This program insures that hazardous materials washed ashore or harmful material capable of destroying human or wildlife is reported to proper authorities for investigation and removal. Such a watch provides opportunity to monitor the stranding of threatened or endangered species. Groups encountering sea turtles or marine animals should note the location and contact officials of the State Department of Wildlife and Fisheries, U.S. Fish and Wildlife Service or the National Marine Fisheries Service.

### **What Is The Purpose Of Adopt-A-Beach Program?**

The purpose of this program is to encourage private citizens, environmental groups, civic organizations and corporations to share a responsibility for stewardship of our beaches, public lands, and water areas. Individuals, organized groups, public agencies and coastal communities may officially "adopt" a beach area for the purpose of cleaning and maintaining the area of litter and debris.

Adoption of beaches projects concern, care,

### **What Is The Objective Of The Program?**

Adoptions make statements of concern and serve as a "public conscience" by expressing a visual reminder of that which is best and right for Louisiana. Adoption groups join

the Office of Litter Control and Recycling, coastal management agencies, and the U.S. Department of Interior in creating an awareness of the litter problem in coastal areas by "watching" and monitoring for careless handling of waste materials which mar beach and marshland areas.

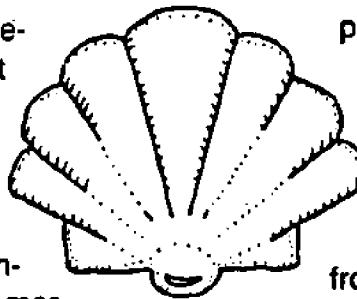
The amount of beach trash and garbage from offshore and onshore sources is expected to decrease as a result of this program and other intensive public awareness efforts. Curricula offered in Louisiana schools emphasizes awareness of a clean coast. The incidence of injury, mortality and entanglement among marine animals and shorebirds from man-made debris will decrease. The economic benefit will be increased visitor interest, and an improved image of the State of Louisiana.

## Other Programs Within Our Office

### ADOPT A ROAD

This popular volunteer road management program for litter prevention and control initiated in 1986 allows volunteer organizations to adopt a mile or more of state highways for the purpose of removing litter. Sheriffs may adopt interstate highways for cleanup by prisoners.

The program includes special adoptions of interstate interchanges, rest areas, roadside



parks and neutral grounds for beautification and litter cleanup. Interstate interchanges as well as state highways fall under this special adoption.

This program relieves the DOTD from the costs and man power involved in litter removal while affording citizens an opportunity to enhance community pride, make a positive statement for a clean, attractive community, and help the state reduce costs. This program is an integral part of the overall effort of this office to provide a positive impression of our state as active, energetic, and inviting to tourists and potential business prospects.

### BOATER'S AND FISHERMAN'S PLEDGE

The pledge is the basis of a campaign to educate recreational boaters and fishermen about the problem of aquatic debris in inland and marine waters. Sportsmen and fishermen are invited to make a personal commitment to help protect the inland, coastal and marine waters associated with the Gulf of Mexico by bringing their trash and debris safely to shore and disposing of it properly.

### THE GREAT LOUISIANA TRASH BASH

This program compares to a spring house-cleaning in that it is conducted before Easter annually as a unified cleanup effort throughout the state.

Louisianians team up to clean up their communities, parks, highways, neighborhoods, and school grounds. Adoption groups use

the designated Trash Bash as one of their cleanup days for roadways and beach-inland water front areas.

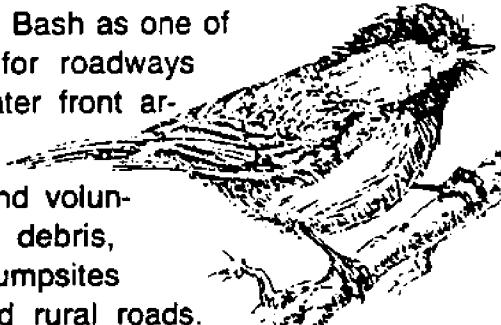
Dedicated leaders and volunteers remove trash, debris, graffiti, and illegal dumpsites from vacant lots and rural roads.

Neighborhood associations target unsightly areas for special cleaning and attention. Rural groups and police jurors work to eliminate trash dumps and to clean ditches bordering rural roads. School administrators and parent groups coordinate cleanup, paint-up and spruce-up projects of school grounds.

#### **GREATER LOUISIANA BEACHSWEEP**

Beachsweep, begun in 1986 in Louisiana, is now a part of the larger Gulf of Mexico effort participated in now by all five Gulf states. Volunteers swarm over available beaches to collect trash and debris, but more importantly, to collect and record data in order to identify the source and origination of the waste collected. The data is carefully analyzed and categorized by the LSU Geological Survey staff and sent to the U. S. Center for Marine Conservation for national compilation.

The event, coordinated by this Office and veteran zone coordinators, is held in late September and enjoyed by thousands of Louisianians.



#### **KEEP LOUISIANA BEAUTIFUL**

This umbrella program serves to inform the public about Keep America Beautiful Programs and Systems, the work of other state and federal agencies who are involved in proper waste management programs, and provide the latest technology and educational materials.

This assembly meets annually in the Spring. A quarterly newsletter is provided members of Keep Louisiana Beautiful by this office.

#### **EDUCATIONAL WORKSHOPS**

Workshops on proper waste management, litter abatement and recycling are taught by professional instructors and provided to parish system teachers, local government and volunteer groups upon request and are offered workshops in litter contract and recycling, beautification, and Trash Bash preparation upon request.

Another workshop assists local community leaders with establishing a Litter Watch Committee or information on implementing a Keep America Beautiful system.

## Which Parishes Have Beaches Available?

Approximately 50 miles of accessible beaches in Cameron, St. Mary, Jefferson, Lafourche, Plaquemines, St. Bernard, Iberia, and Terrebonne Parishes plus barrier islands are available for adoption.

**Cameron Parish:**  
Ed Kelley  
Cameron Parish Recreation and Tourism Committee  
P.O. Box 0, Cameron, Louisiana 70631  
(318) 775-5493

**Lafourche Parish:**  
Ed Fike  
Lafourche Parish Council  
P.O. Drawer 5548, Thibodaux, Louisiana 70302  
(504) 446-8427

**St. Bernard Parish:**  
Martha Cazaubon  
(Will contact U.S. Fish and Wildlife Service)  
Police Jury Building  
8201 West Judge Perez Drive  
Chalmette, Louisiana 70043  
(504) 277-6371, Ext. 321

## How May A Beach Be Adopted?

By filling out the adoption agreement and returning it to the Office of Litter Control and Recycling, Department of Culture, Recreation, and Tourism, Post Office Box 94291, Baton Rouge, LA 70804-9291. Or you may contact directly the parish representative listed who will inform this office of your adoption.

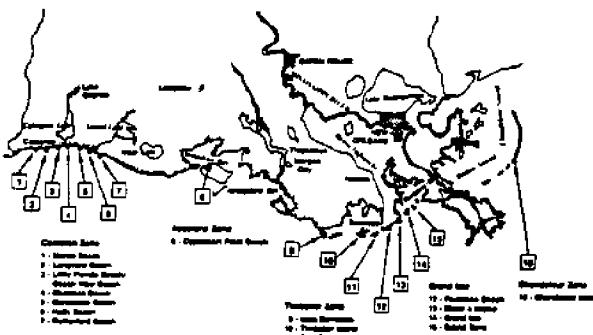
**Terrebonne Parish:**  
Martin Bruno, Jr.  
Terrebonne Parish Enhancement Commission  
P.O. Box 6097, Houma, Louisiana 70361  
(504) 873-6798

**St. Mary Parish:**  
Howard Manuel  
Office of Public Works  
Court House-Fifth Floor, Franklin, Louisiana 70538  
(318) 828-4100

**Iberia Parish:**  
Roy A. Pontiff  
Iberia Parish Government  
P.O. Box 11440, New Iberia, Louisiana 70562-1440  
(318) 365-8246

**To adopt  
Chandeleur Island:**

**Plaquemines Parish:**  
Luke Petrovich  
(Will contact U.S. Fish and Wildlife Service)  
Plaquemines Parish Government  
P.O. Box 61, Pointe-a-La-Hache, Louisiana 70082  
(504) 392-6690



**Jefferson Parish:**  
Mayor Andy Valence  
P.O. Box 200, Grand Isle, Louisiana 70358  
(504) 787-3196

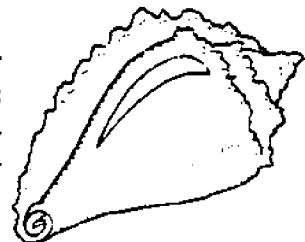
# OFFICIAL CONTRACT ADOPT-A-BEACH



WHEREAS, the State of Louisiana, the Office of Litter Control and Recycling, state and national coastal management agencies, and parish officials jointly recognize the need and value of litter free beaches;

WHEREAS, all citizens share a responsibility for stewardship of our public lands and waters;

WHEREAS, an ADOPT-A-BEACH program has been established to encourage individuals, corporations, organized groups, public agencies, and coastal communities to cooperate and contribute toward the effort of cleaning and maintaining litter free beaches;



WHEREAS, \_\_\_\_\_, whose address is \_\_\_\_\_ and telephone number is ( \_\_\_\_\_ ) \_\_\_\_\_, is aware of these needs and does hereby wish to adopt an area of beach \_\_\_\_\_ miles in length at \_\_\_\_\_ in \_\_\_\_\_ Parish;

WHEREAS, \_\_\_\_\_ agrees to hold the parish of \_\_\_\_\_ and the State of Louisiana harmless from any liability for accident or injury that could occur;

THEREFORE, we make known on this date that we agree to adopt a beach for a period of two years at which time the contract will automatically renew unless cancelled. This agreement is entered in with the blessing of the State of Louisiana, and the Office of Litter Control and Recycling and the official Parish representative whose title and name appears on the document. Beginning

19\_\_\_\_\_, and ending  
19\_\_\_\_\_.

Representative of adopting group

Representative of Parish

Title

Title

Organization

Parish Council Name

Office of Litter Control and Recycling  
DCRT, P.O. Box 94291  
Baton Rouge, LA 70804-9291

PLACE  
STAMP  
HERE

LOUISIANA DEPARTMENT OF ENVIRONMENTAL QUALITY  
SOLID WASTE DIVISION  
LITTER REDUCTION AND PUBLIC ACTION UNIT  
POST OFFICE BOX 2178  
BATON ROUGE, LOUISIANA 70884-2178

# **DON'T LAY THAT TRASH**



# *on*

# **LOUISIANA**

## **What Are The Responsibilities Of The Adopting Organization?**

The adopting organization assumes responsibility for periodical removal of litter along the beach, cooperation with local government officials in disposing of collected litter, and proper reporting of hazardous waste materials and endangered species to authorities. Participation is expected on publicized statewide cleanup days and several discretionary cleanup days.

The leader of the adopting organization assumes responsibility for informing participants of the potential dangers and necessary precautions which must be taken to guarantee the safety of all teams working to clean a beach.

Previous to cleaning the adopted beach, the adopting organization must inform those officials who have jurisdiction authority over the adopted beach area of the day scheduled for cleanup.

Printed on



Recycled Paper

A PROGRAM OF THE  
OFFICE OF LITTER CONTROL AND RECYCLING  
DEPARTMENT OF CULTURE, RECREATION, AND TOURISM  
P.O. BOX 94291, BATON ROUGE, LOUISIANA 70804-9291 (504) 342-8148

**DON'T LAY THAT TRASH** on  LOUISIANA

This public document was published at a total cost of \$675.00. One thousand five hundred (1,500) copies of this document were published in this first printing at a cost of \$675.00. The total cost of all printings of this document, including reprints is \$675.00. This document was published by Bourque Printing, Inc., 13112 South Choctaw Dr., Baton Rouge, LA 70815, for the purpose of informing citizens of this volunteer program under authority of special exception by the Division of Administration. This material was printed in accordance with the standards for printing for state agencies established pursuant to R.S. 43:31. Printing of this material was purchased in accordance with the provisions of Title 43 of Louisiana Revised Statutes.

**ACT No. 949**

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**SENATE BILL NO. 1097**  
**BY MR. DOLAND AND REPRESENTATIVE ROACH**  
**AN ACT**

To enact R.S. 25:1119, relative to litter control; to provide that certain glass containers shall not be allowed on Louisiana beaches; to provide penalties for violations; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

**Section 1. R.S. 25:1119 is hereby enacted to read as follows:**

**§1119. Beaches; glass container prohibition**

**A. No person shall use or carry a glass water or beverage container upon a beach in this state, nor shall any person throw, drop, deposit, discard or otherwise dispose of such a glass container on a beach.**

**B. For the purposes of this Section:**

**(1) "Beach" means any area constituting the shore of the Gulf of Mexico within the boundaries of the state of Louisiana or Lake Pontchartrain which is operated as or held out to the public as an area of recreation associated with the respective body of water.**

**(2) "Beverage" means any drink, whether liquid or frozen including, but not limited to, soda pop, ale, beer, wine, fruit punch, milk, shakes, floats, whiskey, or any mixture or combination which includes these products.**

**(3) "Glass container" means any glass object used to hold water or a beverage, which is typically used to drink, sip or eat the beverage from, and which is typically designed to hold between one and sixteen four-ounce servings.**

**C. An offender may be cited for the offense by means of a ticket, summons, or other means provided by law. Whoever violates a provision of this Section shall, upon conviction, be fined not less than one hundred, nor more than five hundred dollars.**

**Approved by the Governor, July 25, 1990.**

**Published in the Official Journal of the State:**

**August 22, 1990.**

**A true copy:**

**W. Fox McKeithen  
Secretary of State**

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**LIBRARIES AND MUSEUMS****R.S. 25:1119**

monitor the number of litter tickets given locally, the payment and prosecution with local authorities, and encourage the use of prisoners for litter detail within the community and on state and parish roads.

Added by Acts 1992, No. 655, § 1.

**§ 1118. Litter free zones; penalties**

A. The public rights of way of all state, parish, and municipal roads, highways, and streets are hereby declared litter free zones. No person shall throw, drop, deposit, discard, or otherwise dispose of or place litter, as defined in R.S. 25:1102(B) and R.S. 25:1111, in a litter free zone. For the purposes of this Section, littering shall also be defined to include the posting, erecting, or displaying on any surface, pole, or stanchion of temporary signs, handbills, flyers, and notices, including but not limited to political campaign signs.

B. Each local governing authority should make a reasonable effort to recycle any recyclable litter collected in litter free zones and shall use the proceeds from the sale of recyclable litter solely for the purposes of litter abatement in drug free zones.

C. Repealed by Acts 1992, No. 361, § 2, eff. July 1, 1992.

D. Whoever violates the provisions of this Section shall be fined in accordance with the provisions of R.S. 25:1111(E).

Added by Acts 1989, No. 768, § 2.

**Historical and Statutory Notes**

On authority of R.S. 24:253, subsecs. B, C, and D of this section as enacted in 1989 were redesignated as subsecs. D, B, and C respectively.

Prior to repeal, subsec. C provided:

"C. Each local governing authority shall reimburse the sheriff's department or municipal police department all of the reasonable costs incurred by the sheriff or the municipal police for litter removal in litter free zones, limited to the costs associated with the supervision of parish or state convict labor, and for allowable costs associated with the

use of such convict labor as provided in R.S. 15:366(B), for litter removal in litter free zones. Such reimbursement shall be made only from funds available from the net recycling proceeds and from fines collected and distributed pursuant to R.S. 25:1112(A)."

Pursuant to the statutory revision authority of the Louisiana State Law Institute, "collection and distribution of fines" was dropped from the end of the section heading following the 1992 repeal of subsec. C.

**§ 1119. Beaches; glass container prohibition**

A. No person shall use or carry a glass water or beverage container upon a beach in this state, nor shall any person throw, drop, deposit, discard, or otherwise dispose of such a glass container on a beach.

B. For the purposes of this Section:

(1) "Beach" means any area constituting the shore of the Gulf of Mexico within the boundaries of the state of Louisiana or Lake Pontchartrain which is operated as or held out to the public as an area of recreation associated with the respective body of water.

(2) "Beverage" means any drink, whether liquid or frozen including, but not limited to, soda pop, ale, beer, wine, fruit punch, milk, shakes, floats, whiskey, or any mixture or combination which includes these products.

(3) "Glass container" means any glass object used to hold water or a beverage, which is typically used to drink, sip, or eat the beverage from, and which is typically designed to hold between one and sixteen four-ounce servings.

C. An offender may be cited for the offense by means of a ticket, summons, or other means provided by law. Whoever violates a provision of this Section shall, upon conviction, be fined not less than one hundred nor more than five hundred dollars.

Added by Acts 1990, No. 949, § 1.

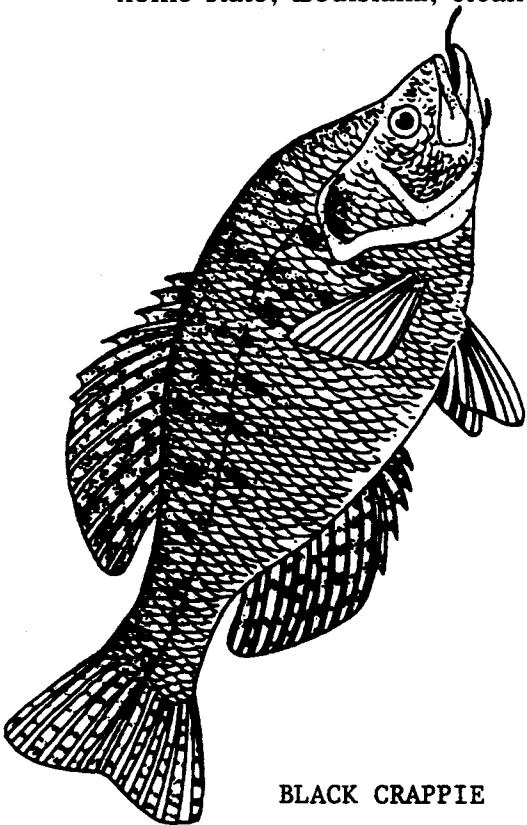
# BOATER'S AND FISHERMEN'S PLEDGE

To transport to shore, for proper disposal, all trash generated aboard my boat, especially plastic, glass, metal, and paper;

To make every effort to prevent accidental loss of food and drink containers, fishing gear, and other debris from by boat;

To retrieve, for proper onshore disposal, plastic refuse, cans, and other man-made debris I find floating in navigable waters; and

To encourage fellow boaters and fishermen to Take Pride Gulf Wide and make my home state, Louisiana, clean and beautiful.



Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_  
(Please Print)

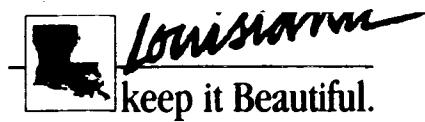
Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

MAIL TO: Litter Reduction and Public Action  
Solid Waste Division  
Department of Environmental Quality  
P. O. Box 82178  
Baton Rouge, LA 70884-2178  
(504)765-0249

**STOW IT! DON'T THROW IT!**

A component of the **LOUISIANA PRIDE PROGRAM**. A numbered certificate and ruler decal will be sent upon receipt of your pledge.





# LOUISIANA OUTBACKER

O F F I C I A L S N E W S L E T T E R



Volume I

Boater's and Fishermen's Pledge Program

Number 1, Spring 1993



## Greetings from Lt. Governor Melinda Schwegmann

It is a pleasure to know that thousands of concerned Louisiana sportsmen are signing the Boater's and Fishermen's pledge to keep our recreational areas and waterways clean of trash and debris. A clean state is a good beginning in order to go forward in the present economic climate.

Everywhere I go people voice their deep concern about the litter problem in our state. Your part in promoting this pledge for clean waters, lands and roads will serve to educate, and make others aware of the serious need to clean up our state.

1992-1993 have been declared the Year of the Gulf calling for a renewed commitment to protect the Gulf of Mexico's natural wonders and great contribution to the economy of our state and nation. Each year billions of dollars of revenue are generated

## Louisiana Boaters and Fishermen Join in Cleaning Up

The Louisiana Boater's and Fishermen's Pledge program, launched in 1991, is a campaign to educate commercial and recreational land and waterway users to bring trash and debris generated from an outing back home or dock for proper disposal. The program is publicized and supported through sports associations, marina locations, recreational supervisory offices and agents, and other state government agencies. The Office of Litter Reduction and Public Action coordinates publicization efforts, issues a decal for boat/vehicle, and plans to produce a quarterly newsletter for pledge signers to reinforce their commitment for clean recreational areas and waterways while enlisting further pledges. This program is a part of the Department of Interior's Gulf of Mexico program and while other states concentrate on coastal areas only, this is the only program in the nation to be initiated and promoted statewide.

Sportsmen signing the pledge will receive a certificate suitable for framing, a ruler decal, a boat decal, and a free subscription to the *Louisiana Outbacker*.

through Gulf pleasure cruises, tourism and travel, in addition, of course, to the oil and maritime industries. We have a responsibility to protect our beaches, estuaries, fisheries and wildlife by educating others that all things are interconnected. Personal responsibility for the care of the Earth is the key to averting ecological crises caused from mishandled waste disposal.

Please help us teach others to become good stewards by eliminating the blight of littering. Disaster looms when waste is mishandled through lack of concern or ignorance. We do not live in a throwaway world any longer. Let's revere our "outback" Louisiana by working together to reach others who will commit to keeping our natural areas clean and beautiful. We will all be the winners!



## OFFICE OF LITTER REDUCTION & PUBLIC ACTION

Department of Culture, Recreation & Tourism

1051 N. Third, Room 320

Post Office Box 94291

Baton Rouge, Louisiana 70804-9291

(504) 342-8148



## Cameron Parish — A Boater's Paradise

By Ed Kelly  
Coordinator of Cameron Beachsweep

Louisiana is a boater's and fishermen's paradise. Due to our coastline being dotted with bays, bayous, rivers, lakes, fresh and salty and multiple inland waters, the above is a true statement.

There are all types of boats plying the waters of Louisiana. There is the large offshore fishing vessel sometimes company owned, large offshore work boats for oil companies and pleasure craft. There are multiple small vessels in each seaport town. These are family owned and very important to the family welfare and income.

In Cameron Parish, we have public and private boat launches to take care of the weekend recreational fisherman who hauls his craft on a trailer with his vehicle.

The refuges in Louisiana are very helpful by letting the small boat fisherman fish in the refuges at allotted times.

Our figures show about 290,812 registered boat owners, large and small, in the state of Louisiana. This ranks 12th in the nation. More than 230,000 persons are gainfully employed due to the boat business.

The fishing in Louisiana is not confined to boat owners. Most canals, road-side ditches and lakes furnish enjoyment to fishermen who can drive to a fishing location.

The Sabine National Wildlife refuge has from 916 to 1052 crabbers and shrimpers per month, dependent on the season. This includes a number of shrimping cast net people.

In August, September and October, surf fishermen from Louisiana and Texas flock to Martin Beach in the Johnson Bayou area, which is near the Texas border.

In Cameron Parish, the jetty at the Calcasieu River is an ideal spot for non-boaters to fish. In a week survey, we found Fort Polk personnel use this as a prime fishing area.

I worked about eight years with seismograph along the entire coast of Louisiana. I have eaten fresh coon-oysters in Lake Barre and crabs from the bayous. One of the most unique types of fishing I observed was the trot-line, with weeds or bushes attached. This bush is pulled from the water and shaken over in the boat. Small shrimp used for bait purposes is shaken from these bushes.

As a last good note in this article, the Coast Guard reports there has been a great reduction in boat accidents. This is due to the educational program in boat rules and regulations sponsored by the Coast Guard.



## Louisiana's Litter Law Act 362

### PENALTIES FOR LITTERING

- Upon first conviction, offenders will be fined not less than fifty dollars (\$50.00) nor more than two hundred dollars (\$200.00).
- Upon second conviction, offenders will be fined not less than three hundred dollars (\$300.00) nor more than one thousand two hundred and fifty dollars (\$1,250.00) or sentenced to serve eight hours (8) of community service in a work detail as approved by the court, and have his motor vehicle driver's license suspended for sixty days (60).
- Upon third conviction, offenders will be fined not less than five hundred dollars (\$500.00) nor more than three thousand dollars (\$3,000.00), have his motor vehicle driver's license suspended for one year (1), be imprisoned for not more than six months (6), or sentenced to serve twenty-four hours (24) of community service in a work detail as approved by the court, or all or any combination of the aforementioned penalties.

## BOATERS' AND FISHERMEN'S PLEDGE

### I Pledge

To transport to shore, for proper disposal, all trash generated aboard my boat, especially plastic, glass, metal, and paper;

To make every effort to prevent accidental loss of food and drink containers, fishing gear, and other debris from my boat;

To retrieve, for proper onshore disposal plastic refuse, cans, and other man-made debris I find floating in navigable waters; and

To encourage fellow boaters and fishermen to Take Pride Gulf Wide and make my home state, Louisiana, clean and beautiful. (Please Print)

Signed:

Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_

### Clip and Mail To:

The Office of Litter Reduction and Public Action

Department of Culture, Recreation and Tourism

P.O. Box 94291

Baton Rouge, Louisiana 70804

(504) 342-8148

# Rising Stars

By Villere Reggio  
U.S. Department of the Interior  
Minerals Management Service



Congratulations! Through your pledge you are among the first few thousand outdoorsmen and women to freely make a pact with Louisiana to work towards an unlittered aquatic environment in the Bayou State. We have begun an exciting program to turn the tide on litter in our marine, coastal, and inland waterways. You have, in effect, joined a team that extends beyond the borders of our state to include all Gulf States whose inland waterways nourish America's Sea. Our goal is simply to eliminate trash from our coastal and inland waters as we build pride in our water resources. With almost 300,000 registered boats in this state we now have a means and opportunity to challenge about one million recreational fishermen and thousands of other recreational boaters to join our team.

The President of the United States has declared 1992-1993 as the "Year of the Gulf of Mexico" and encouraged us all to understand and appreciate the bountiful treasures inherent in America's most productive sea. Like Louisiana, each Gulf State will be promoting a BOATER'S AND FISHERMEN'S PLEDGE campaign during the next few years.

To signify our unity of purpose and interdependence in protecting America's Sea and its life-supporting tributaries, each of you was awarded a green, blue, and gold decal to commemorate your commitment to clean, unlittered waterways. The five prominent stars signify the partnership we have with the other Gulf States to rally public support behind this campaign. Throughout the Gulf Region each person who makes a similar commitment will be awarded the same attractive decal for display as a badge of pride. It's hoped this symbol becomes a visible reminder to strengthen your resolve to implement good waste-handling practices while enjoying our lakes, rivers, bays, and bayous.

Louisiana has reason to be a regional leader in this endeavor because we are centrally located in the arc of the Gulf's U.S. shoreline, lay major claim to the father of all Gulf tributaries (the Mississippi River), and were endowed with the most extensive and bountiful coastal waters of any Gulf State. When this project was initially proposed through the Gulf of Mexico Program, it was the Louisiana Office of Litter Reduction and Public Action that was the first state partner to introduce the concept as a statewide program. What makes the program unique is that it empowers you, in fact is dependent on you, the resource user, to

make it grow and succeed. The State is merely the regional liaison that packaged the project to enable you to bring it to fruition. The Office of Litter Reduction and Public Action maintains a major coordination role and provides materials, support, and records, but it is only **YOU** that can make this project reflect on our waterways.

Let's, if we might, view the project decal like a military symbol denoting rank. Here's how you can earn your stars.



By registering your pledge with the State, you earned your first star by becoming a soldier of the waterways while confirming your commitment not to be part of the aquatic litter problem. A laudable first step, but as many of you noted when accepting the challenge to sign the pledge, you were already a confirmed non-litterer.

You can earn that second star by prominently displaying the decal on your boat, ice chest or tackle box. Visibility is an important element in this campaign. Let it be known you are part of this Navy. Your actions and example in association with the decal help bring program recognition and support throughout the State and region.

The third star is a major advancement signifying your demonstrated commitment to go beyond not being part of the problem, and to actively become part of the solution. Besides participating in events such as organized beach, shoreline, or river cleanups you might earn this star by making it a habit to return from fishing, skiing, or sailing trips with trash left by others. Boat fishermen, for example, could keep their landing net handy to scoop floating beer and drink containers encountered when you are returning to the dock or marina. Land one for Louisiana; it could be contagious!

To earn that fourth star you must demonstrate a major transition requiring direct influence on the habits of others. You can begin to earn this star as a lieutenant making sure those closest to you are committed stewards. Like a good platoon leader you can make certain those in your boat, fishing party, or family practice good waste management on our waterways, and help them

to advance to three star standards. Critically, like the leader you are, you must be willing to challenge the ignorant offender on a one-to-one basis when you encounter an environmental indiscretion. You are not expected to be an enforcement agent, but you can make that special effort not to overlook the obvious offense by looking the other way. A recommended response in such a situation is to cheerfully invite the offender to take the "Boater's Pledge." You must be visible and willing to embarrass "Joe Six Pack" to fully earn that fourth star. Although you may not get an instant convert, your willingness to confront a fellow resource user and abuser in a positive manner will probably have greater influence on his or her future habits than punitive enforcement actions. Broad-based public intolerance of aquatic litter is the only long-term answer to trashing our environment.

To earn that last star, the star of the five star admiral in the Boater's Pledge Program, you must be the stimulus that gets this project promoted through agencies, organizations, and groups. Agencies and organizations such as the Minerals Management Service, Louisiana Sea Grant, Louisiana Wildlife Federation, Gulf Coast Conservation Association, the New Orleans Oilman's Fishing Classic, and others have already embraced this project as an integral part of their public information programs, exhibits, and fishing tournaments. Many, many other agencies and organizations share a conservation concern for our water resources and are even looking for projects they can help implement. Why don't you be the catalyst to get river basin commissions, sportsmen's clubs, local governments, other state agencies, utility companies, oil companies, marinas, sporting goods stores, boat retailers, soft drink, beer or fast food companies, etc., to adopt and promote this project within their organizations and, where appropriate, extend it to their customers and clientele? Simply develop the interest at the appropriate management level and contact the Louisiana Office of Litter Reduction and Public Action. The necessary materials and information to empower you and your organization to be a leader in the war on aquatic litter will be provided. We need more admirals, we need more leaders, and we need more recruits to the Boater's Pledge Program. We need **YOU** to make Louisiana's waters reflect an image we can all be proud of.

Earn your stars and keep Louisiana shining!

# What a Difference a Bag Makes

By Marilyn Barrett  
Louisiana Sea Grant College Program

Got your fishing gear or water skis? Boat battery charged? Spare can of gas? Ice chest and snacks? If you can answer "yes" to each of these questions, you should be ready for a day of fun on one of Louisiana's streams, lakes, or out in the Gulf of Mexico.

Sorry! You're not ready to go. First, you need a litter bag.

For generations, Louisiana's sportsmen have thrown their trash overboard, assuming that it was insignificant or that the marine and marsh life eat it. Sportsmen are half right—marine life do eat it, but because of it, many die. Not all waste is digestible or biodegradable and plastics have replaced many materials which are. Animals will try to eat anything, including plastic.

Imagine your reaction if a boater dropped his cigarette butt or candy wrapper in your stew? Marine life has that experience every time litter is thrown overboard. Litter is also harmful to the marine habitat. Marine life depend upon each other—big fish eat little fish and little fish eat algae and plants in an environment called an ecosystem. It can be destroyed by affecting one species in the food chain.

To stop pollution throughout the world's waters, the United Nations International Maritime Organization (IMO) agreed by treaty in 1973 to the International Convention for the Prevention of Pollution from Ships (MARPOL). Annex V to it, effective in 1988, prohibits marine discharge of any form of plastic from vessels into international waters and specifies a certain distance from shore before paper, metals, bottles and food waste may be discharged. The U.S. law passed later in agreement with the Annex V, known as the Marine Plastics Pollution Research and Control Act, extends that prohibition to all vessels from the largest super tanker to the smallest recreational boat on all U.S. navigable waters. Besides prohibiting the discharge of any of these types of trash in less than three miles from shore in U.S. lakes, rivers, bays, and sounds, it requires that every U.S. port, terminal, and marina maintain adequate waste reception facilities. The Gulf of Mexico is being designated by IMO as a special area into which no waste may be discharged. Louisiana fishermen and recreational boaters therefore have a national and international responsibility to refrain from throwing waste overboard. Instead, bring litter, even cigarette butts and gum wrappers, to one of the 124 marinas along Louisiana's coastal parishes—or take it home for proper disposal.



To facilitate waste disposal, most of Louisiana's marinas have installed dumpsters and waste cans on site so that boaters may deposit trash when returning from a fishing or boating excursion. "We have two dumpsters at either end of our four docks and they are well-used," said the manager of Marina Del Ray in Madisonville. Because a clean environment is good business, marinas like this one have had dumpsters available to those using the facility for many years. But it is up to the boater to bring his galley wastes, vessel maintenance wastes and recreational wastes to shore.

Besides the obvious plastics and aluminum cans, galley wastes include paper, chewed gum and tobacco waste products, food scraps and plastic bags. Used oil, batteries, paint, antifreeze, and filters from vessel maintenance should not be thrown overboard. Even though much of this waste is liquid, it can contain toxins. Broken monofilament fishing line, fish carcasses, worn out lures, lead weights, and hooks appear small, but they accumulate as more and more sportfishermen fill lakes and streams. These recreational wastes should also be brought to shore to a marina waste facility.

The marinas are bearing the cost of waste removal services. Some have slightly increased the regular docking fee to cover the expense. Others have begun recycling programs. Marina operators want to implement these laws, but they need the cooperation of every boater and recreational fisherman.

A Louisiana and Texas Sea Grant survey of selected commercial and recreational ports and marinas throughout the Gulf of Mexico recently uncovered some good news—a recent increase in the volume of waste that is being brought ashore for land disposal. People are beginning to realize how much damage a bag of garbage can do. In just six marinas contacted for this survey, 2,170 boats used marina waste disposal facilities. That means at least 361 bags of garbage per marina was brought ashore instead of disappearing in the water.

Apparently, many fishermen and boaters are not using waste receptacles at marinas. By law as well as by conscience, proper waste disposal is every boater's responsibility. Picture your favorite boating or fishing spot with 361 bags of garbage floating in or near it. What a difference a litter bag can make. Preserve Louisiana's water and observe international and national law by bringing your waste back to the dock.



**LOUISIANA  
SEA GRANT  
COLLEGE PROGRAM**

Louisiana State University  
Baton Rouge, LA 70803-7507



## Clean Up! Take the Pledge

**Mark Hitzim, Secretary**  
**Department of Culture, Recreation**  
**and Tourism**

Louisiana is blessed to have more water per square mile than any other state in the union. These water resources and the recreational opportunities they provide contribute considerably to the good quality of life we enjoy here in Louisiana. Additionally, these resources annually draw millions of visitors to all areas of our state.

Yes, there is no doubt: whether it's for skiing, sailing, swamp touring, cruising, tubing, swimming or fishing, water is important to our citizens and our economy.

No one enjoys being out on the water more than I do. And, while I am proud to say that many Louisianians share my sense of reverence for our water resources, I must add that there are many others who don't afford them an appropriate sense of respect. You know who they are: the fishermen and boaters who pollute our waterways. Unfortunately, there are plenty of them. One needs only look at the statistics from the 1992 Louisiana Beachsweep Program to appreciate the magnitude of the problem:

154,000 pounds of trash removed from only 7 beaches

61,125 pounds of trash removed from 8 inland waterways

While it is true that considerable litter does come from offshore dumping, that still does not account for the incredible amount of debris that all of us who spend time on the water seem to encounter each and every trip. Coffee cups, drink cans, food cartons, fishing line, and the like come from folks like you and me—the average, everyday user of our water resources.

Think of the message that we send to our visitors when they witness this blatant disregard for our most precious of natural resources! Think of the legacy that we leave for our children!

Please help us reverse this unwritten policy, so that we can keep our water habitat as

it should be: the backbone of our lifestyle and economy. Start with yourself by taking the boater's pledge. Encourage your friends, family, fellow workers and fishing buddies to also take the pledge. And, don't just take the pledge, live it!

Be seeing you on the water.

## THE YEAR OF THE GULF OF MEXICO.

- HUNTING
- FISHING
- BIRDING
- SAILING
- CAMPING
- SWIMMING
- NATURE TOURS
- BOATING
- SNORKELING
- DIVING
- REST, RELAXATION, FUN



**MAKE A DIFFERENCE.  
BE A GULF GUARDIAN.**

# Every Litter Bit Hurts

**Joe L. Herring, Secretary  
Louisiana Dept. of Wildlife and Fisheries**



Few areas of this nation can match the natural splendor of Louisiana's outdoors. This is particularly true as late fall gives way to winter. The brilliant hues of beech, hickory, black jack and sycamore, to say nothing of such imports as the ubiquitous tallow tree, are equaled only on an artist's palette. Our woodlands and waterways become spectacles of stunning beauty. Few experiences are as relaxing and refreshing as spending a day simply observing nature's wonderful artistry.

Unfortunately, there is one thing, far too common in our state, that can spoil even the most colorful natural landscape. That one thing is litter.

The Department of Wildlife and Fisheries receives countless complaints and critical comments from both residents and tourists about the unsightly and damaging litter scattered throughout our woodlands and waterways. On properties operated by the department for use by the public, thousands of man hours are expended by our employees collecting and properly disposing of litter. The same problem afflicts state park areas, the beautiful Kisatchie National Forest and the National Wildlife Refuges throughout the state. Unsightly litter not only spoils the visual beauty of our natural areas, but poses serious threats to both man and wildlife as well. We receive countless reports of birds, fish and animals entangled in litter ranging from plastic "six-pack-rings" to abandoned netting and monofilament fishing line. In other cases, we find animals dead or dying after eating such things as plastic bags. We see far too much graphic, first hand evidence that litter kills.

Litter also poses a direct threat to many outdoor enthusiasts. A plastic bag sucked up by the water intake of an outboard motor or marine engine can quickly cause hundreds, or even thousands of dollars worth of damage. We have also investigated cases in which

boats were damaged by striking submerged or floating litter. Tragically, we have also seen cases where people have been injured and killed as a result of a boat striking litter, or as a result of a boat operator trying to dodge debris spotted at the last moment. Finally, we are all familiar with the dangers posed by broken glass and other sharp trash buried in the sands of our beaches.

Littering has been illegal for many years, but in 1989 the Louisiana Legislature put some real teeth into the Litter Law. A littering violation now carries a heavy fine, and that fine increases substantially with repeat offenses. In addition, litterbugs now face suspension of their Driver's Licenses.

The commissioned officers of the Department of Wildlife and Fisheries issue citations for littering on a priority basis, whether the violation occurs on the water, in the woods, or on a public road or highway. I know that many State Police officers and municipal officers have also become quite active in enforcing the new litter law.

The department extends its efforts into the public education arena by including anti-litter messages in our hunting, fishing, boating and trapping publications. We also include strong admonitions against littering in our public forums, such as Hunter Education, Boating Safety, and Aquatic Education courses.

In addition, the department fully endorses and supports the Boater's Pledge Program, encouraging all boaters to keep proper litter containers on their boats for proper disposal ashore.

One indication of the commitment of our employees to the litter reduction effort is the large number of Wildlife and Fisheries employees who volunteer their time and energy in extracurricular activities such as the annual Beach Sweep campaign and the Adopt-A-Road program involving many agencies and private civic organizations.

All of us should remember that the real solution to the litter problem in Louisiana is quite simple—Don't Litter. It's a matter of personal, individual pride and integrity. The very act of discarding rubbish carelessly makes a statement about the character of the person involved.

Those of us who have made a personal commitment against littering find it to be very easy to avoid littering, and we encourage those around us to also become litter conscious. By working together and putting forth just a little conscious effort, we can all help to keep our natural areas beautiful.



# Birding Tour at Fontainebleau State Park

By Wiley Harvey  
Louisiana State Parks

Fontainebleau State Park at Mandeville will sponsor a spring birding tour on Saturday, April 17, 1993. One of the naturalists from the Louisiana Nature and Science Center in New Orleans East is scheduled to lead the tour, which will begin at 8 a.m. Participants will stroll through the park's lovely oak bottomland and old-growth forest and its marsh habitat. The guide will help identify the feathered forest inhabitants by sight and sound. Visitors can also learn what to do and not to do to attract a wide variety of birds to their own back yards.

The birding tour will begin at the head of Fontainebleau's Nature Trail. Participants should bring binoculars, field guides, insect repellent, and their curiosity. Comfortable walking shoes or boots, if the weather has been wet, are recommended. There is no charge for the tour if persons are already registered guests of the park. For those coming to the park for the tour only, the cost will be the normal admission fee (\$2.00 per vehicle with up to four persons; 50 cents per additional person).

Fontainebleau State Park is located southeast of Mandeville in St. Tammany Parish on U. S. Highway 190. The park consists of more than 2,700 acres on the north shore of Lake Pontchartrain. It features overnight camping, group camps, picnicking, a swimming pool, and a beach area.

For more information, please contact Fontainebleau State Park, P. O. Box 152, Mandeville, LA 70448, phone (504) 624-4443.

Through State Parks' educational programs, the visitor can relive the American Civil War, perform dances with American Indians, view red-cockaded woodpeckers nesting, or tap his toes to Louisiana's country music. Park interpreters are always anxious to guide visitors to Louisiana's hidden treasures.

For copies of this calendar, call the Louisiana Office of State Parks at (504) 342-8111 or write P. O. Box 44426, Baton Rouge, LA 70804-4426.

## Sign Up A Friend!

Thank you for caring for a clean Louisiana. Please get a friend to take the pledge.

## "Nothing Chaps Shonda's Hide With Litter."



Shonda Hogan  
1990 High School Rodeo Barrel Racing Champion  
Hinesville, GA



LOUISIANA STATE OFFICE OF LITTER CONTROL AND RECYCLING  
P.O. BOX 94251, BATON ROUGE, LOUISIANA 70804-9251 (504) 342-8148

This ad is a cooperative effort of the Department of Culture, Recreation and Tourism, the Office of Litter Reduction and Public Action, the Louisiana Press Association and this newspaper.

# Louisiana Boaters: Wake Up to Plane Litter

By: Pat Legendre  
(Courtesy Louisiana Woods and Water Magazine)

Of the 4.2 million citizens in the state of Louisiana, it is estimated that over ten percent engage in some type of water-related sports. Statistics tell us that there are over 300,000 registered boats in the state. On any given weekend during the spring, summer and fall seasons, there could conceivably be 600,000 citizens travelling down the highways, or traversing the more than 15,000 miles of meandering coastal marshland in search of recreation. Tons of garbage result.

In simple terms, who will pick up the refuse strewn on highways and waterways?

The answer is simple, all of us should.

## PRE-BOATING ECOLOGICAL PREPAREDNESS

Before you leave home for your fishing or boating trip, place a suitable container, e.g., a plastic garbage bag with a tie wrap in one of the boat's compartments. Place all refuse generated in the bag. If the marina does not have a garbage can for the wastes, ask them if they would put one in place. Ideally, biodegradable, plastic, and recyclable refuse should be put in different containers for maximum effectiveness.

## DURING TRIP

Do not throw anything into the waterways. Plastic and monofilament line is particularly dangerous to wildlife and marine animals. A six pack plastic bottle or can retainer can easily starve an animal to death. Monofilament line thrown overboard can cut through the seals of your propeller housing and damage the lower unit.

A small thing such as a plastic sandwich bag thrown on the deck of your boat and then blown overboard can plug the water intake unit or disable a depth finder.

## ON THE RETURN TRIP

Many boaters innocently leave items on the deck of their boat that can easily blow onto the highway. Make sure that all items are well secured before leaving the marina. If there is no trash container, bring your refuse home and place it into a suitable garbage can for pick-up.

It's not difficult to be litter conscious. Take pride in being a responsible boater. And do put a lid on litter in Louisiana.

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## OFFICE OF LITTER REDUCTION & PUBLIC ACTION

Department of Culture, Recreation & Tourism

1051 N. Third, Room 320

Post Office Box 94291

Baton Rouge, Louisiana 70804-9291

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MAKE A DIFFERENCE.  
BE A GULF GUARDIAN.

*Louisiana Outbacker*

Editor:

Barbara Coltharp Kalivoda, Director

Published by the Office of Litter Reduction and Public Action through a grant from the EPA Gulf of Mexico Program.

## **APPENDIX B**

**Tourist Oriented Directional Signs (TODS)**

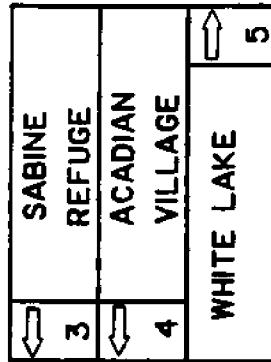
## How can I get a TODS?

For More Information, Please Contact:

An Application for inclusion in the TODS program can be obtained from the LA DOTD Traffic Engineering and Safety Section. The Completed Application should be signed and returned to the Traffic Engineering and Safety Section. The application will then be forwarded to the DOTD District Traffic Operations Engineer and the Louisiana Tourist and Development Commission for their comment and recommendations. The Request will then be approved or disapproved by the State Traffic Engineer. When a request is approved, DOTD shall design the TOD sign and furnish a drawing of it to the applicant with a statement of fabrication and installation charges, and an estimate of the time when installation will occur after payment of the charges. The applicant will have the option of having the sign fabricated at his own expense. In this case the applicant would only be charged for installation of the sign. All signs to be erected on State Right-of-Way shall be installed by DOTD. The installation of all other signs will be the responsibility of the applicant and shall be carried out prior to installation of signs on state Right-of-Way. DOTD will determine the date of an installation based on the conditions at the intersection involved and the availability of resources to install a sign assembly.

LA DOTD  
Traffic Engineering & Safety Section  
P.O. Box 94245  
Baton Rouge, LA 70804-9245  
(504) 358-9140

# TOURIST ORIENTED DIRECTIONAL SIGNS (TODS)



## What is TODS?

The Tourist Oriented Directional Signing (TODS) program is designed to provide business identification and directional information for businesses, services, and activities that are Tourist related.

## Who Qualifies for a TODS?

A Tourist activity is one where more than fifty percent of the income or visitors are from outside of the immediate area (parish) of the activity. Tourist activities shall be open to all persons regardless of race, color, religion, ancestry, national origin, sex, age, or handicap; be neat, clean and pleasing in appearance; maintained in good repair; and comply with all Federal, State, and Local regulations for public Accommodations concerning health, sanitation, safety and access.

## Where can a TODS be installed?

TODS may be installed on any arterial highway. The distance from a TODS installation to an attraction shall not exceed 15 miles as measured along the route travelled. TODS may not be installed on any highway which is fully or partially access controlled. TODS may not be installed at an interchange on a fully or partially access controlled highway.

## What is an arterial highway?

An Arterial Highway is any highway which is designated as a "Principal Through Highway" on the State of Louisiana OFFICIAL HIGHWAY MAP, and is not fully or partially access controlled. These Routes can be found marked in red on the State Tourist Map.

## What is a Trailblazer?

A Trailblazer is a smaller TOD sign used to guide the motorist to the attraction after they have turned off of the Arterial highway. Existing outdoor advertising signs may fulfill the need for trailblazing. A determination for the need of trailblazer signs will be made as part of the application approval process. DOTD will install trailblazer signs on State Routes, however, trailblazers on non-State Routes are the responsibility of the Applicant. No Arterial TODS will be installed until all Trailblazers are in place.

## How much will a TODS Cost?

There are three fees for a TODS, the fabrication and installation fee, the annual fee, and the service fee. The fee amounts are shown on the TODS application, and is for each individual sign. Typically there are two signs at an intersection, one from each approach of the arterial highway.

The Fabrication and Installation Fee is a one time fee which is paid after an application is approved but before the signs are installed. In situations where either fabrication or installation of a sign is carried out by the applicant, the fee shall

be half of that indicated on the application. If both fabrication and installation are carried out by the applicant, there shall be no fee.

The Annual Fee is a yearly fee due January 1st. The Permit holder will be invoiced for renewal, 30 days prior to the renewal date. Failure to submit the renewal fee by the renewal date shall be cause for removal and disposal of all TODS located on State right of way. The initial Annual Fee shall be prorated to cover the period beginning with the month following installation until the next renewal date. For example, if a TODS was installed on June 15th, the permit holder would be billed for the period from July 1st to January 1st of the following year. In this case six months or half of the Annual fee. The first annual fee will be invoiced upon installation of the TODS.

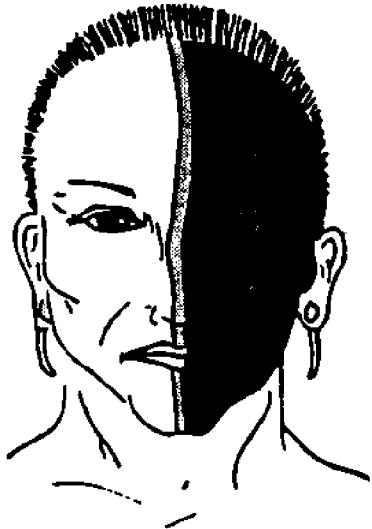
A Service Fee shall be charged whenever service is performed on the sign. This includes the removal and/or reinstallation of seasonal signs or signs which are delinquent. The Department is not responsible for damage caused to TODS by acts of vandalism, accidents, natural causes, etc. requiring repair or replacement. A service charge will be assessed for each sign upon which the permit holder requests service.

## What about existing guide signs?

All existing supplemental guide signs, which would qualify for inclusion in the TODS program, shall be removed by January 1st 1996. These signs may be replaced with TODS upon receipt and approval of a completed TODS Application.

## **APPENDIX C**

Opelousas Pride Program  
Opelousas Rally  
Main St. Revived (flyer and publication)  
Oh Wow! Opelousas Now! (rally and production team)  
Opelousas 101



# *Opelousas Pride Program*

*Building Individual and  
Community Pride*

*Encouraging Community Service*

*Opelousas, Louisiana*

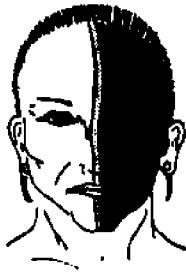
# **Opelousas Pride Program**

*Building Individual and Community Pride ... Encouraging Community Service*

**History:** In an effort to promote community pride and community service among Opelousas citizens, but especially among the young people of the city, the Opelousas Tourism and Activities Committee, through the City of Opelousas, developed the *Opelousas Pride Program*.

This educational/pride-building program offers opportunities for the young people of Opelousas to become involved in their community. The program teaches Opelousas students about their city, their culture and their heritage and encourages them to volunteer for community service projects and work with civic organizations and groups, helping to make the community a better place. The students then become proud citizens of the community.

The following categories make up the *Opelousas Pride Program*:



## ***Opelousas, The Place You'll Want To Be Elementary Program***

This program provides educational and teacher information for 3rd or 4th graders\* in every elementary school (public, private and parochial) in the city of Opelousas. Opelousas Mayor John Joseph and the Opelousas City Administration (Aldermen Mike Thibodeaux, Walter Richards, Dale Pefferkorn, Charles E. McKinney, Joe Charles and LeRoy Payne and Comptroller Cam Leach and Attorney Richard Millspaugh) budgeted\*\* to have a slide show and video, plus other items, produced and books and other literature on the city printed. These materials were distributed to all the elementary schools in Opelousas.

The following was developed and sent to the schools:

***Opelousas, The Place You'll Want To Be - Video:*** A slide show was developed by Neil Braun and Carola Ann AndrePont, telling the story of Opelousas. This show was made into a nine minute video presentation on the city called *Opelousas, The Place You'll Want To Be*. The video was duplicated, so that each teacher in the 3rd or 4th grades\* of the elementary schools in Opelousas would have a copy.

***Opelousas, The Place You'll Want To Be - Coloring Book:*** People, places and things from the Opelousas video were drawn and included in a 20 page coloring book about the community. The City paid to have these coloring books printed. These were provided to all the elementary schools in Opelousas, enough for every 3rd and 4th grader\*. The coloring book, developed by Neil Braun and Carola Ann AndrePont, tells the story of Opelousas, from 10,500 BC to the present. Questions are asked in the front of the book, with information telling students the answers can be found by reading the book. (A local business paid for part of the printing cost.)

**Opelousas, The Place You'll Want To Be - Teacher's Guide:** A 124 page Teacher's Guide was developed and written by Carola Ann Andrepong, with an introduction by Dr. Linda Parker. The City of Opelousas paid to have the guides printed and these were distributed to 3rd or 4th grade\* teachers in all Opelousas elementary schools. This guide is a companion piece to the coloring book. It helps the teacher by answering, in detail, the questions asked in the coloring book. This information educates the teachers about Opelousas, thus helping them to develop testing materials for their students.

**Opelousas, The Place You'll Want To Be - Buttons:** Oval buttons were produced and given to each 3rd or 4th grade\* student in Opelousas elementary schools to go along with the coloring book. This was done to award the students for participating in the program and to instill a sense of Opelousas Pride in the students. (Paid for by a local business.)



**Opelousas Pride Achievement Award - Certificates:** Certificates, specially designed to match the other materials for the *Opelousas, The Place You'll Want To Be* program, were printed and distributed to all 3rd or 4th grades\* in the elementary schools. Each teacher was given five certificates to award to the students who excelled in the class.

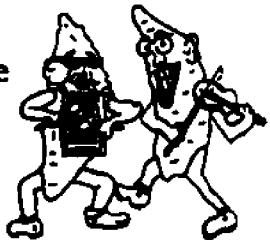
**Opelousas Pride Achievement Award - T-shirts:** Special T-shirts were designed to be used as an achievement award. A local business sponsored the T-shirts and paid to have them printed. One T-shirt per class was given to the 3rd or 4th grade\* teachers to award to the students who did the best in the *Opelousas, The Place You'll Want To Be* program. (Paid for by a local business.)

**Teacher's Kits:** Kits were made up for each 3rd or 4th grade\* teacher in the Opelousas elementary schools. The kits contained: *Opelousas, The Place You'll Want To Be* Video, *Opelousas, The Place You'll Want To Be* Coloring Books (enough for each student in the class), *Opelousas, The Place You'll Want To Be* Teacher's Guide, *Opelousas, The Place You'll Want To Be* Book, *Opelousas, The Place You'll Want To Be* Buttons (enough for each student in the class), five *Opelousas Pride Achievement Award* Certificates, one *Opelousas Pride Achievement Award* T-shirt, and a variety of information, maps and literature on Opelousas and Louisiana. These kits were sent to all elementary schools in Opelousas.

**School Kits:** Kits were made up for each school principal and each school library. The kits contained: *Opelousas, The Place You'll Want To Be* Video, *Opelousas, The Place You'll Want To Be* Coloring Books, *Opelousas, the Place You'll Want To Be* Teacher's Guide, *Opelousas, The Place You'll Want To Be* Book, *Opelousas, The Place You'll Want To Be* Buttons, sample of the *Opelousas Pride Achievement Award* Certificate, sample of the *Opelousas Pride Achievement Award* T-shirt, *Opelousas, A Cultural Gumbo* Video, and a variety of information, maps and literature on Opelousas and Louisiana. These kits were sent to all elementary schools in Opelousas.

## ***Opelousas, The Place You'll Want To Be*** ***Junior High Program***

This program provides educational and teacher information for 8th graders\* in every junior high school (public, private and parochial) in the City of Opelousas. Opelousas Mayor John Joseph and the Opelousas City Administration (Aldermen Mike Thibodeaux, Walter Richards, Dale Pefferkorn, Charles McKinney, Joe Charles and LeRoy Payne, Comptroller Cam Leach and Attorney Richard Millspaugh) budgeted\*\* to have a slide show and video, and other items, produced, and books and other literature on the city printed. These materials were distributed to all the junior high schools in Opelousas.



The following was developed and sent to the schools:

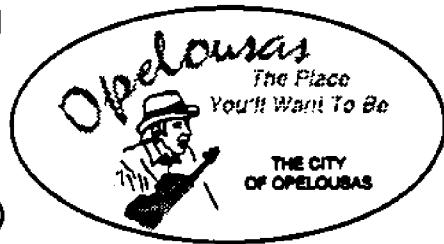
***Opelousas, The Place You'll Want To Be - Video:*** A slide show was developed by Neil Braun and Carola Ann Andrepon, telling the story of the City of Opelousas. This show was made into a nine minute video presentation on the city called *Opelousas, The Place You'll Want To Be*. The video was reproduced, so that each teacher in the 8th grades\* of all junior high schools in Opelousas would have a copy.

***Opelousas, The Place You'll Want To Be - Book:*** A 212 page book, telling the story of Opelousas, its people and their culture, was written by Carola Ann Andrepon, with an introduction by Dr. Linda Parker. The book tells the story of Opelousas from the time of the first inhabitants, the prehistoric Indians who arrive 125000 years ago, to the present. It also tells about special people and places and area fairs, festivals and other activities. Questions are asked in the front of the book with information telling the students the answers can be found by reading the book.

The City paid to have the books printed and these were provided to all the junior high schools in Opelousas, enough for each 8th grade\* student to receive a copy. The books are used as text books, with each student assigned a book for the year, to be turned into the teacher at the end of the school year. The book can then be used again each year. This book is used as a supplement to the Louisiana History book and taught as part of the Louisiana History class.

***Opelousas, The Place You'll Want To Be - Teacher's Guide:*** A 124 page Teacher's Guide was developed and written by Carola Ann Andrepon, with an introduction by Dr. Linda Parker. The City of Opelousas paid to have the guides printed and these were distributed to the 8th grade\* teachers in all Opelousas junior high schools. This guide is a companion piece to the coloring book and the Opelousas book. It helps the teacher by answering, in detail, the questions asked in both the coloring book and the text book. This information educates the teachers about Opelousas, thus helping them to develop testing materials for their students.

**Opelousas, The Place You'll Want To Be - Buttons:** Oval buttons were produced and given to each 8th grade\* student in all Opelousas junior high schools, to go along with the book. This was done to award the students for participating in the program and to instill a sense of Opelousas Pride in the students. (Paid for by a local business.)

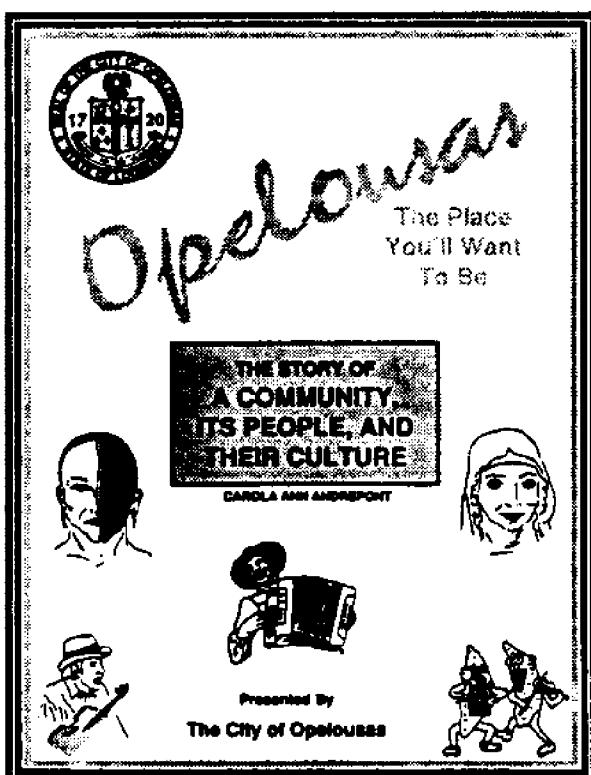


**Opelousas Pride Achievement Award - Certificates:** Certificates, specially designed to match the *Opelousas, The Place You'll Want To Be* materials, were printed and distributed to all 8th grades\* in the junior high schools in Opelousas. Each teacher was given five certificates to award to the students who excelled in the class.

**Opelousas Pride Achievement Award - T-shirts:** Special T-shirts were designed to be used as an achievement award. A local business sponsored the T-shirts and paid to have them printed. One T-shirt per class was given to the 8th grade\* teachers to award to the students who did the best in the class for the *Opelousas, The Place You'll Want To Be* program. (Paid for by a local business.)

**Teacher's Kits:** Kits were made up for each 8th grade\* teacher in the Opelousas junior high schools (public, private and parochial). The kits contained: *Opelousas, The Place You'll Want To Be* Video, *Opelousas, The Place You'll Want To Be* Coloring Books (enough for each student in the class), *Opelousas, the Place You'll Want To Be* Teacher's Guide, *Opelousas, The Place You'll Want To Be* Book, *Opelousas, The Place You'll Want To Be* Buttons (enough for each student in the class), five *Opelousas Pride* Achievement Award Certificates, one *Opelousas Pride* Achievement Award T-shirt,

and a variety of information, maps and literature on Opelousas and Louisiana. These kits were sent to all junior high schools in Opelousas.



**School Kits:** Kits were made up and sent to each junior high school principal and each school library. The kits contained: *Opelousas, The Place You'll Want To Be* Video, *Opelousas, The Place You'll Want To Be* Coloring Books, *Opelousas, The Place You'll Want To Be* Teacher's Guide, *Opelousas, The Place You'll Want To Be* Book, *Opelousas, The Place You'll Want To Be* Buttons, sample of the *Opelousas Pride* Achievement Award Certificate, sample of the *Opelousas Pride* Achievement Award T-shirt, *Opelousas, A Cultural Gumbo* Video, and a variety of information, maps and literature on Opelousas and Louisiana.

Front Cover of *Opelousas, The Place You'll Want To Be* Book



## Opelousas, The Place You'll Want To Be Information Kits For The Community

Kits were made up for each school principal and each school library in Opelousas and the Opelousas Public Library, the Opelousas/St. Landry Chamber of Commerce, the Opelousas City Hall, the Opelousas Tourist Center, the office of Main Street Opelousas and the Opelousas Museum and Interpretive Center. The kits contained: *Opelousas, The Place You'll Want To Be* Video, *Opelousas, The Place You'll Want To Be* Coloring Books, *Opelousas, The Place You'll Want To Be* Teacher's Guide, *Opelousas, The Place You'll Want To Be* Book, sample of the *Opelousas, The Place You'll Want To Be* Button, sample of the *Opelousas Pride Achievement Award* Certificate, sample of the *Opelousas Pride Achievement Award* T-shirt, *Opelousas, A Cultural Gumbo* Video, guideline sheets for the *Opelousas Pride Community Service Award* and *Scholarship*, nomination forms for the *Opelousas Pride Community Service Award* and *Scholarship*, a sample of the *Opelousas Pride Community Service Award* Certificate, and a variety of information, maps and literature on Opelousas and Louisiana.

Many, many years ago, the first humans settled in the territory of the present City of Opelousas, Louisiana. Although not much is known about these early prehistoric Louisiana inhabitants, it's safe to say they arrived in the Opelousas area over 12,000 years ago. The land they settled and roamed has been a great place to live since that time. Opelousas is the place you'll want to be.

Today's city takes its name from the Opelousas Indians, a band of the historic Attakapa Tribe of southwest Louisiana, who lived in the area for hundreds of years before the white men arrived. The name Opelousas, although given many meanings, is most commonly interpreted as meaning "blackleg." This is because the Indians of the territory painted their legs black, which was a contrast to their light colored bodies.

During the late 17th century, the first French explorers arrived in the territory of the Opelousas Indians. Since that time, people representing many different cultural groups and ethnic backgrounds have lived together in the city creating a "cultural gumbo." However, it was the many French groups especially the Acadians, today called "Cajuns," exiled from Canada during the mid-1700s and eventually settling in Louisiana, who have most influenced and dominated the culture of the area.

Among its citizens, Opelousas claims many famous and important people in various fields. Some of these are: Jim Bowie, Governor Jacque Dupre, Cajun chef Paul Prudhomme, Creole Seasonings' chef Tony Chachere, Zydeco musician Clinton Chenier, journalists/novelist John Ed Bradley and Cajun fiddler Hadley Castle.

This is the place to be! Learn about Opelousas, its history, its special people, its culture and its "joie de vivre." When you do, I promise, you will be proud to be called a citizen of Opelousas, Louisiana's third oldest city!

Carrie Ann Anderson, 1998

**Presented By**

**The City of Opelousas**

Back Cover of *Opelousas, The Place You'll Want To Be* Book

## **Opelousas Pride Community Service Award and Scholarship High School Program**

In an effort to further promote community pride and community service among Opelousas citizens, but especially the young people of the city, the Opelousas Tourism and Activities Committee, through the City of Opelousas, and Bobby Dupre with Toby's of Opelousas sponsor the *Opelousas Pride Community Service Award and Scholarship*.

The award is presented each year to a graduating senior of a Opelousas school at the high school's Awards Night Ceremony. The award is given to the student whom has given the most community service hours, during his/her high school years, to the city and exhibits a sense of pride in Opelousas through attitude and example.



In conjunction with the award, a \$250.00 cash scholarship is presented by Bobby Dupre of Toby's of Opelousas. This scholarship is to be used toward furthering education, either at a university or a vocational/technical school.

### ***Opelousas Information High School Kits***

Kits were made up for each high school principal and each high school library in Opelousas. The kits contained: *Opelousas, The Place You'll Want To Be* Video, *Opelousas, The Place You'll Want To Be* Coloring Books, *Opelousas, The Place You'll Want To Be* Teacher's Guide, *Opelousas, The Place You'll Want To Be* Book, *Opelousas, The Place You'll Want To Be* Buttons, sample of the *Opelousas Pride Achievement Award* Certificate, sample of the *Opelousas Pride Achievement Award* T-shirt, *Opelousas, A Cultural Gumbo* Video, guideline sheets for the *Opelousas Pride Community Service Award and Scholarship*, nomination forms for the *Opelousas Pride Community Service Award and Scholarship*, a sample of the *Opelousas Pride Community Service Award Certificate*, and a variety of information, maps and literature on Opelousas and Louisiana. These kits were sent to all high schools in Opelousas.



## *The Opelousas Museum and Interpretive Center*

In addition to the Opelousas Pride Program, the City of Opelousas has created the Opelousas Museum and Interpretive Center. The Museum, which houses an interpretive exhibit of the Opelousas community, its people and their culture, tells the complete story of Opelousas, from the earliest days of the first inhabitants, who lived in the area today known as Opelousas 12,500 years ago, to the present.

Although this museum and interpretive center is a tourist attraction, as well as a place to showcase local artifacts and materials, it serves as a final part to the Opelousas Pride Program.



The Opelousas Museum and Interpretive Center is funded through the City of Opelousas, as a line item to the city's budget. The city owns the museum building and pays for the upkeep of the museum and the museum director's salary. The museum is also supported by donations from the community, a appointed Board of Directors and a host of talented city and area volunteers.

The young people of Opelousas are taught about their community through the Opelousas, *The Place You'll Want To Be* elementary school and junior high school programs and are encouraged to participate in community service projects and activities through the *Opelousas Pride Community Service Award and Scholarship* high school program. By visiting the Opelousas Museum and Interpretive Center, these students can then get an understanding of what they have learned in the classroom, thus developing more pride in themselves and in their community.

All schools in Opelousas are encouraged to plan class trips to the museum throughout the year, so that the students and teachers can learn more about their community, their heritage and their culture.

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**For Additional Information:** For information on the *Opelousas Pride Program* please contact: Carola Ann Andrepon, Opelousas Tourism and Activities Committee, 441 East Grolee St., Opelousas, LA 70570 - 318/948-4731 or 948-6784 or the City of Opelousas, Office of Mayor John Joseph, P. O. Box 712, Opelousas, LA 70571 - 318/948-2520.

### NOTES

\*In Opelousas and St. Landry Parish schools, a unit about the community is taught in either the 3rd or 4th grade. Because of this, the 3rd or 4th grade was chosen for the elementary school program.

The 8th grade was chosen for the junior high school program because Louisiana history is taught in the 8th grade in Opelousas and St. Landry Parish schools.

\*\*The program cost the city approximately \$12,000, over a three year period, to complete. A local corporation paid to have some of the materials produced, and other in-kind services were donated. Toby's of Opelousas will pay for the Opelousas Pride Community Service Scholarship each year.



# OPELOUSAS PRIDE COMMUNITY SERVICE

## *Award and Scholarship*

### *Guidelines*

**History:** The Opelousas Pride Community Service Award and Scholarship is given each year to the graduating senior of a high school in the city of Opelousas who has shown pride in the community by working with Opelousas civic/community-based organizations and volunteering for community events and service projects.

**Sponsorship:** The Opelousas Pride Community Service Award is sponsored by the Opelousas Tourism and Activities Committee through the City of Opelousas. The award is given each year along with a \$250.00 scholarship that is sponsored by Bobby Dupre of Toby's of Opelousas.

**Criteria:** To be considered for the Opelousas Pride Community Service Award and Scholarship, a student must meet the following criteria:

1. The student must be a graduating senior at a high school in Opelousas.
2. The student must have gained community service hours by working with community organizations (\*See examples of civic/community organizations on back.) and volunteering for community events and community service projects. These hours must be approved by the school principal, or some school authority, and the leadership of the civic/community organization.
3. The student must show a genuine interest in Opelousas and exhibit a sense of pride in the community through attitude and example.
4. The student must participate in projects to serve others and benefit the community rather than for glory, recognition, or some other gain.

**Nomination and Selection:** Each high school should have a selection process to choose a student for nomination for the Opelousas Pride Community Service Award and Scholarship. After the high school selects the student for nomination, a nomination form must be completed, signed by the principal and sent to: Opelousas Pride Community Service Award - Opelousas Tourism and Activities Committee - P. O. Box 712 - Opelousas, Louisiana 70571. Deadline for nomination is April 30th of each year. A special appointed committee will make the selection of the student to receive the award and scholarship.

**Presentation:** The Opelousas Pride Community Service Award and Scholarship will be presented each year to the honored student at the Awards Night of that student's high school. The school's principal will be notified in advance of the award so that the presentation can be added to the Awards Night Program.

**For Information:** To obtain additional information on this award and scholarship or to order a nomination form please contact the Opelousas Tourism and Activities Committee - P. O. Box 712 - Opelousas, LA 70570. Call: 318/948-4731 or the office of the Mayor at Opelousas City Hall - 318/948-2531.

# Opelousas Pride Community Service Award and Scholarship

## Examples of Civic/Community Organizations

The following are examples of groups that would qualify as civic/community organizations. Please check the list of organizations provided by the Opelousas/St. Landry Chamber of Commerce for additional groups that would qualify.

Opelousas Tourism and Activities Committee  
Poste des Opelousas, Inc.  
Opelousas, St. Landry Chamber of Commerce  
United Way of St. Landry Parish  
Opelousas Historic District Commission  
Friends of the Opelousas Museum and Interpretive Center  
Le Vieux Village du Poste des Opelousas  
Main Street Opelousas  
New Life Center  
Organizations working with the handicapped  
Organizations working with health care and the elderly  
Organizations working against drug abuse  
Organizations that work toward the betterment of the community  
Organizations sponsoring community/area fairs, festivals and special events  
Opelousas civic organizations

\*NOTE: To obtain a complete list of all Opelousas organizations, please call the Opelousas/St. Landry Chamber of Commerce at 318/942-2683.

If there are any questions pertaining to organizations that qualify toward community service hours, please contact the Opelousas Tourism and Activities Committee at 318/948-4731.



# OPELOUSAS PRIDE COMMUNITY SERVICE

## *Award and Scholarship*

### *Student Nomination Form*

Name \_\_\_\_\_ School \_\_\_\_\_

School Address \_\_\_\_\_

Principal \_\_\_\_\_ Phone Number \_\_\_\_\_

Community Service Hours (all during high school years) \_\_\_\_\_

Years Involved in Community Service Volunteer Work: \_\_\_\_\_

Volunteered for the following Community Projects: \_\_\_\_\_

Worked With the Following Civic/Community Organizations: \_\_\_\_\_

Signature of Principal

Date

(Over)

# Opelousas Pride Community Service Award and Scholarship

## Student Profile

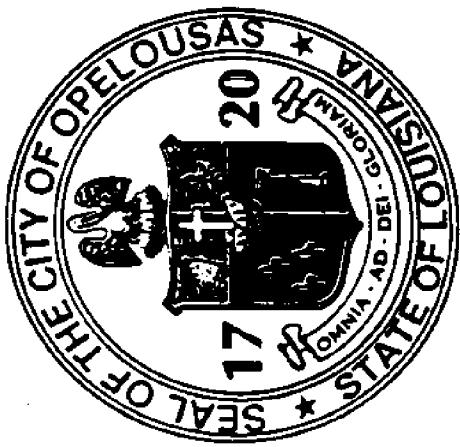
Use this page to write a brief profile of the student. Include community involvement information and biographical information as well as information on academic work and involvement in school projects. Ask the nominated student to write a brief report on the community, (explaining what Opelousas means to him/her personally, why it is important to be involved in community projects, etc.) and submit with this nomination.

\* Deadline for nomination is April 30. Complete and mail along with student's brief report to: Opelousas Pride Community Service Award-Opelousas Tourism and Activities Committee - P. O. Box 712 - Opelousas, Louisiana 70571 - 318/948-4731



# OPELOUSAS PRIDE ACHIEVEMENT AWARD

awarded to



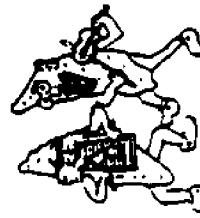
School: \_\_\_\_\_  
Grade: \_\_\_\_\_

Date: \_\_\_\_\_



# Opelousas

The Place  
You'll Want  
To Be



The City  
of Opelousas

Signed:

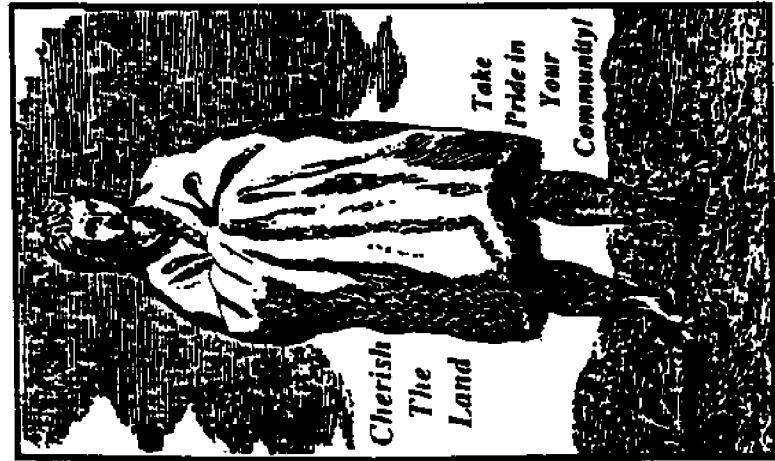
John W. Joseph, Mayor, City of Opelousas

Canal 1, Andrepont, Chairman, Opelousas Tourism & Activities Committee



OPELOUSAS PRIDE

# COMMUNITY SERVICE Award



*Presented To:*

*In recognition of your commitment and extra effort to BETTER yourself and your City  
by participating with PRIDE in Community Service Projects.*

*Date*

*Bobby Dupre - Mayor of Opelousas*

*John W. Joseph, Mayor  
City of Opelousas, Louisiana*

*Carola Ann Andrepont, Chairman  
Opelousas Tourism & Activities Committee*

# Opelousas Pride Order Form

Opelousas, The Place You'll Want To Be Coloring Books: \_\_\_\_\_ (3rd or 4th graders)

Opelousas, The Place You'll Want To Be Pins: \_\_\_\_\_ (3rd or 4th & 8th graders)

Opelousas, The Place You'll Want To Be Awards Certificates: \_\_\_\_\_ (3rd or 4th & 8th graders)

Opelousas, The Place You'll Want To Be Awards T-Shirts: \_\_\_\_\_ (3rd or 4th & 8th graders)

Opelousas Museum and Interpretive Center Brochures: \_\_\_\_\_ (3rd or 4th & 8th graders)

Opelousas Pride Program Information Report: \_\_\_\_\_

Opelousas City Maps: \_\_\_\_\_ Opelousas City Brochures: \_\_\_\_\_

## For Elementary Schools

Will this be taught in the 3rd or 4th grade?\* \_\_\_\_\_

How many classes do you have: \_\_\_\_\_

Number of teachers: \_\_\_\_\_

Total number of students in 3rd or 4th grade: \_\_\_\_\_

## For Junior High Schools

How many 8th grade classes do you have\*\*: \_\_\_\_\_

Number of Louisiana History Teachers: \_\_\_\_\_

Number of Louisiana History Students: \_\_\_\_\_

School: \_\_\_\_\_

Principal: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_

Will you be able to pick up your materials from the city: \_\_\_\_\_

\*The program is offered to either the 3rd or 4th grade in each elementary school in the city of Opelousas, depending on what grade teaches a section on the Opelousas community as part of social studies. We can only supply enough information for either 3rd graders or 4th graders at each school, not for both grades.

\*\*The program is offered to all 8th grades in all junior high-schools in the City of Opelousas, to be taught along with Louisiana History.

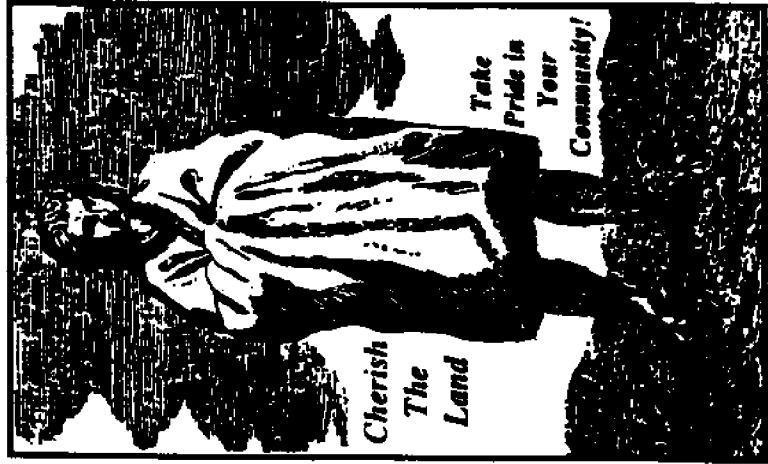
Please complete and send in by Wednesday, September 15, 1993 to:  
Opelousas Pride Program - Attention: Carola Ann Andrepont -  
City of Opelousas - P. O. Box 712 - Opelousas, LA 70571

# OPELOUSAS PRIDE

# COMMUNITY SERVICE

## Certificate of Appreciation

*Presented To:*



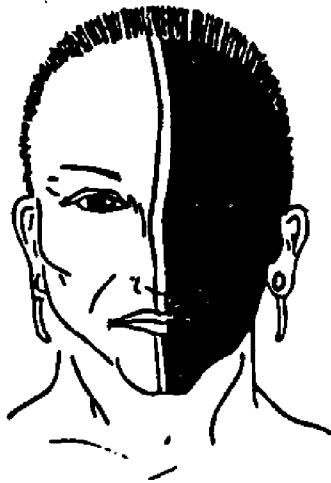
*In recognition of your commitment and extra effort to better yourself and your community by participating with PRIDE in A Cultural A-Fair at Le Vieux Village - 1993*

Sunday, September 12, 1993

*Date*

*Carola Ann Andrepon, Chairman  
Opelousas Tourism and Activities Committee*

*Roseanne S. Mitchell, Vice-Chairman  
Opelousas Tourism & Activities Committee*



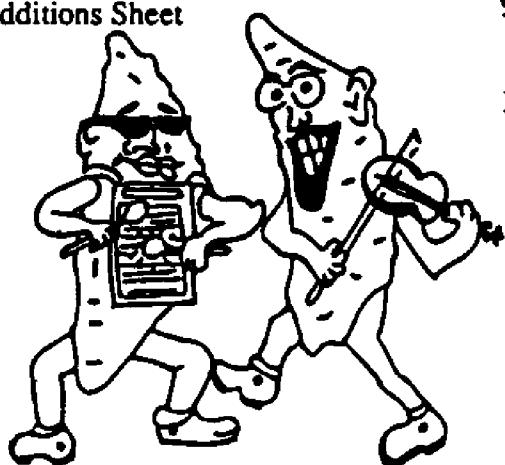
## Opelousas - The Place You'll Want To Be Program

### Teachers Kit Contains:

1. Video - *Opelousas The Place You'll Want To Be*
2. Color Book
3. Teacher's Guide
4. Opelousas - The Place You'll Want To Be Book
5. Buttons for all the students
6. Certificates for the ones who excel
7. T-Shirt for the best student in the class
8. A variety of information on Opelousas and Louisiana
9. Corrections/Additions Sheet

### School's Kit Contains:

1. Video - *Opelousas The Place You'll Want To Be*
2. Color Book
3. Teacher's Guide
4. Opelousas The Place You'll Want To Be Book
5. Buttons for all the students
6. Certificate sample
7. T-Shirt sample
8. A variety of information on Opelousas and Louisiana
9. Video - *Opelousas, A Cultural Gumbo*
10. Corrections/Additions Sheet



the meaning of local historic places to the existing school curriculum. At this point in the development process, it is essential to involve the appropriate educators. While field trips give students an excellent opportunity to experience historic sites, it is also important to develop activities and materials teachers can use in the classroom.

■ Conduct the program so the outcome supports a preservation ethic that encompasses the entire community's heritage. Activities should include protection of the historic sites and an understanding of the value of those places as the community grows and changes.<sup>1</sup>

## National and Statewide Resources

When designing an education program for your community, consider the resources that may already be available. Many preservation groups have organized education programs with training workshops and teaching materials that may be adaptable to a local program.

Through its Heritage Education Program, the National Trust for Historic Preservation focuses on building partnerships between communities and their schools and giving teachers the tools they need to use the community as an educational resource. The Heritage Education Program maintains a data base of hundreds of heritage education programs, practitioners and educational materials; it also publishes a bi-monthly newsletter that keeps communities and schools informed about people and programs throughout the United States.

"Teaching with Historic Places," a collaborative program of the National Register of His-

<sup>1</sup>Kathleen Hunter, "Heritage Education: A Community-School Partnership," *Information Series*, No. 73, 1993.

## Learning Laboratory #2: Opelousas, Louisiana

The *Opelousas Pride Program*, sponsored by the city of Opelousas and the Opelousas Tourism and Activities Committee and supported by donations from local businesses, teaches students about their city, culture and heritage. The program also encourages young people to volunteer for community service projects and work with civic organizations. The education program includes all elementary, junior high and senior high schools — public, private and parochial — in St. Landry Parish.

The program focuses on developing community pride among the city's youth. Educational materials celebrate the diverse cultures of Opelousan residents, referring to the city as a "Cultural Gumbo." Targeted at third or fourth grade and eighth grade students, this heritage education program tells the story of Opelousas from 10,500 B.C. to the present. Educational materials include a short video presentation, a coloring book for elementary school students and a supplementary textbook for eighth-grade Louisiana History classes that comes with a companion teacher's guide. Opelousas Indians, Cajun settlers, Zydeco music, Cajun and Creole food and famous citizens are included in the lessons. Also part of the program are museum tours, downtown walking tours and classroom visits by local business people.

As a reward for participating in the program — and as a way to encourage a sense of *Opelousas Pride* — buttons with the slogan "Opelousas, The Place You'll Want to Be" were distributed to each student. Those who excelled received certificates that were specially designed to match other program materials, and the top students in each class got T-shirts.

The *Opelousas Pride Community Service Award and Scholarship* is given each year to a graduating senior who has shown pride in the community by working with Opelousas civic and community-based organizations and volunteering for community events and service projects. Sponsored by the Opelousas Tourism and Activities Committee through the city of Opelousas, the award — a certificate — is given in conjunction with a \$250 scholarship provided by Bobby DuPre, owner of Toby's Little Lodge of Opelousas.

For more information, contact Carola Ann AndrePont, Project Manager, Main Street Opelousas, Opelousas, LA; (318) 948-2590 or 948-6784.



FRANCINE HERZIN, OPELOUSAS DAILY WORLD

# Opelousas Rally

Opelousas/St. Landry Chamber of Commerce

Oh! Wow - Opelousas Now - Opelousas Pride Program



*Let's Hear It For ...  
Opelousas  
...The Big O*

**Opelousas Rally**  
**Opelousas/St. Landry Chamber of Commerce**  
**Oh! Wow - Opelousas Now - Opelousas Pride Program**



***Let's Hear It For ...  
Opelousas  
...The Big O***

**Who to reach**

The citizens of Opelousas, all segments of the community, the *man on the street*. To accomplish this it is important to involve everyone. Let Opelousas citizens come out to cheer for the Big O. We want local citizens to show their pride. Let the world know that they live in this town, and are proud to live in this town.

**What to do**

Have a gigantic pep rally in the heart of downtown Opelousas. Get thousands of Opelousas citizens to attend and give a cheer for Opelousas, the Big O.

- Have a local citizen serve as the crowd motivator. It would be great to get someone who has lived in other places, but decided to return to Opelousas ... because this is the best place to live. (Al Boudreaux)
- Get others involved to help motivate the crowd, such as André Myers and Mark Kennerson, Opelousas Pride Community Service Award and Scholarship winners for 1993.
- A Cheer for the Big O - Get cheerleaders involved. Invite cheerleaders from all schools in Opelousas to come out and lead a cheer for the Big O. Have them wear their uniforms. Make sure everyone at school knows about this and turns out for the rally.
- Ask elementary school children to draw a picture depicting Opelousas. Give some kind of award for this.

- Invite all citizens of Opelousas to participate. Give people the opportunity to tell why they are cheering for the Big O. Through the media, publicize this fact and invite regular citizens to get up that day and lead a cheer.
- Interview the *man on the street* about Opelousas. Give citizens the opportunity to say why they love this community, why they live here, what makes them proud to be a citizen of Opelousas, Louisiana.
- Have music, bands, excitement, joy...
  - Cajun band
  - Zydeco band
  - School bands
- Involve the media. Make this a newsworthy event.

### **Give A-ways**

- Buttons: Make sure each person attending receives something. Buttons with the slogan Oh Wow Opelousas Now would be great to give out during the rally. Ask everyone to wear these buttons throughout the year to show their pride as a citizen of the Big O.
- *Throw Me Something* Give Away: Have samples, etc. from Opelousas businesses. Have someone throw these into the crowd from time to time.

### **Crowd Participation**

- Take a photo during the rally from the top of the Courthouse. Have thousands of Opelousas citizens below to be in the photo. Send out a public invitation through the media for people to come out to be in the photo. The photo would be made into a poster.
- *20,000 Reasons Why Opelousas is Great*
- *The Big O - 20,000 Reasons To Be Proud.*
- *20,000 Reasons to Love Opelousas - the Big O.*

### **When**

The middle of April - on a Wednesday Afternoon

### **Where**

The courthouse square in downtown Opelousas.

### **Who To Implement**

People from throughout the community. We need help!!

Carola Ann Andrepon  
Main Street Opelousas  
948-2590 or 948-6784

## **Let's Hear It For Opelousas - The Big O Rally Plans**

- Proposed date - Wednesday, August 24, 1994  
or ... Rain date - Wednesday, August 31, 1994

**Step One:** Make an outline - Call meet with Dr. Posner and his committee

**Step Two:** Form Sub-committees to divide up the work.

- School Sub-committee - Responsible for notifying principles of schools in Opelousas. Invite cheerleaders school bands, pep squads, flag groups, etc.
  - A. Appoint chairperson to deal with schools
- Photo Sub-committee - Responsible for lining up everything it takes to do the photo. This will be made into a poster. This committee needs to get a photographer, check to see what the right time would be to shot, decide with photographer how to shoot, etc.
  - A. Appoint chairperson to deal with photo
- Program Sub-committee - Responsible for getting everything set up for the program. This committee will select a person to act as the crowd motivator (Al Boudreaux). This committee will also be responsible for getting a PA system (appoint one person to get the PA, make sure it is properly set us and working for the rally), preparing the agenda for the event, making arrangements for the courthouse square, making arrangement to block off Court Street, lining up security, etc.
  - A. Appoint chairperson to deal with program
- Opelousas School Art Program Sub-committee - Responsible for contacting the elementary schools in Opelousas. Have the children draw a picture depicting Opelousas. The committee will make arrangements to have some kind of special recognition for all participants that night. Maybe frame the top 10.
  - A. Appoint chairperson to deal with school art.
- Refreshment Sub-committee - Responsible for getting some kind of refreshment to give away at the rally. Contact Acadiana Bottling to give away soft drinks (Talk to Randall Mann.) Contact local businesses that produce crackling to give away that night.
  - A. Appoint chairperson to deal with refreshments.  
(Possible: Miss Eula and Little Teche Farm.)
- Throw Me Something Give-a-Way Sub-committee - Responsible for contacting local businesses for some sort of small give-away. These will have to be small items (pencils, note pads, seasoning packets, etc) because they will be thrown out into the crowd at different times during the rally. This committee will also be responsible for getting the items to the rally and for throwing them into the crowd.
  - A. Appoint chairperson to deal with give-a-way.

- **Music/Entertainment Sub-Committee** - Responsible for getting the entertainment for the rally. This committee will have to get a band to play. It could be a jam session kind of thing. Get different local musicians together - (Hadley, Roscoe, George, Earl Taylor, Harold Fontenot, Bobby Brinkman, others. )

- A. Appoint chairperson to deal with music/entertainment.  
( Possible: Earl, George and Hadley could do this.)

- **Publicity Sub-committee** - Responsible for getting the word out about the rally. This committee will have to contact all the local and area media about this. It could be possible to set up interviews on stations in Lafayette, Baton Rouge, Alexandria about this. There will have to be lots of publicity on this ... newspaper, radio and TV. (Change focus of Oh Wow Advertising to an invitation to invite general public. Ask Johnny Wright to cut voice over for this.) Also responsible for getting the media to cover the event. (Get local radio stations to broadcast live from the rally - Get OWL TV to film the rally and show it from time to time, get the papers to cover the rally, etc. Also involve other area TV stations. Have them cover the event.) The committee will also have to get flyers, posters, etc. done and distributed.

- A. Appoint chairperson to deal with publicity.

- **Community Involvement Sub-committee** - Responsible for getting the community involved. Have different people representing all segments of the community make contact with clubs, groups, organizations, businesses, churches, etc. Make sure all segments of the community are represented at the rally.

- A. Appoint chairperson to deal with Community Involvement.

- **Promotion Sub/committee** - Responsible for getting the buttons (Oh Wow, Opelousas Now) and small mirrors to hand out to everyone that night. Get the buttons from the campaign. Contact the glass companies about donating small mirrors to hand out that night.

- A. Appoint chairperson to deal with promotions.

- **Clean Up Sub-committee** - Responsible for making sure the area is cleaned up following the event. Work with the city and parish trustees on this.

- A. Appoint chairperson to deal with clean up.

- **Thank you and Evaluation Sub-committee** - Responsible for sending out necessary thank you's for help with the rally. This committee will also evaluate the rally and make notes and suggestions that could help with other events of this type in Opelousas.

- A. Appoint chairperson to deal with thank you and evaluation.

**Step Three : Promote Rally**

**Step Four: Hold Rally**

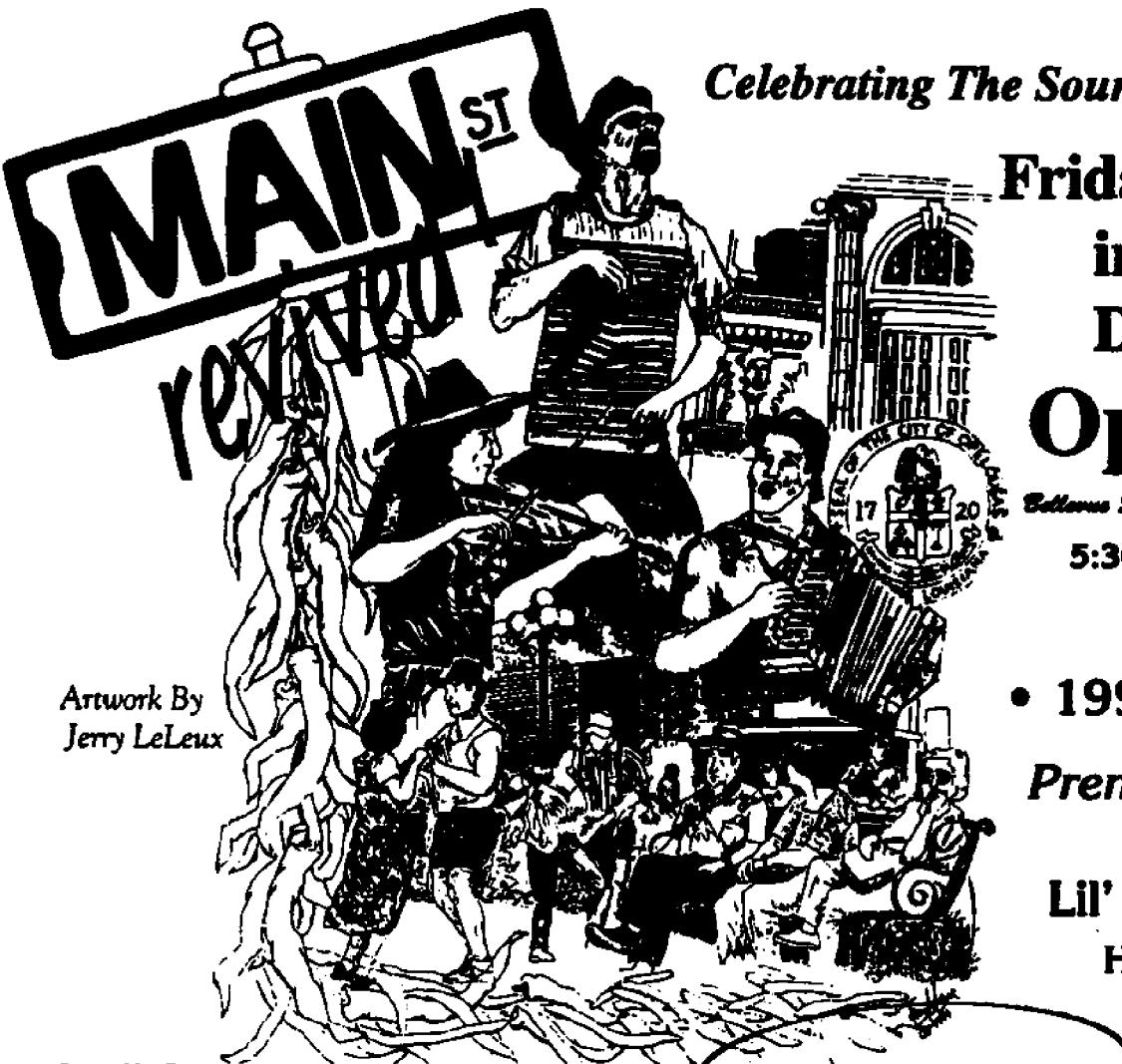
**Step Five: Clean up after Rally**

**Step Six: Give Thanks after the Rally**

**Step Seven: Evaluate following the Rally**

### Program Suggestion

- Opening: Music - Excitement - Have someone parachute down ... something like that.
- Al Boudreaux, crowd motivator, work the crowd... talks about the history ... something emotional.
- Have a cheer from the cheerleaders (have them create special cheers for Opelousas) ... do this like a pep rally, (hopefully school band, pep squads, flag girls, etc. will participate in this.)
- Have everyone look up. Have the photographer on top of the Courthouse. Have a picture taken of Opelousas citizens to be made into a poster.
- Have a jam session. (Get local musicians involved, the more the better.)
- Have a recognition of the drawing that the elementary students did about Opelousas. (Possible frame the best five or ten and hand out that night.)
- In-between have *Throw Me Something* give a-way. (Get 4-H clubs involved.)
- Get local glass companies to Donate small mirrors to everyone. Ask people to look at the image of him/her self, which is the reflection of Opelousas. (Ask Bobby Ardoin to help with this.)



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Jerry LeLeux

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**May 27**

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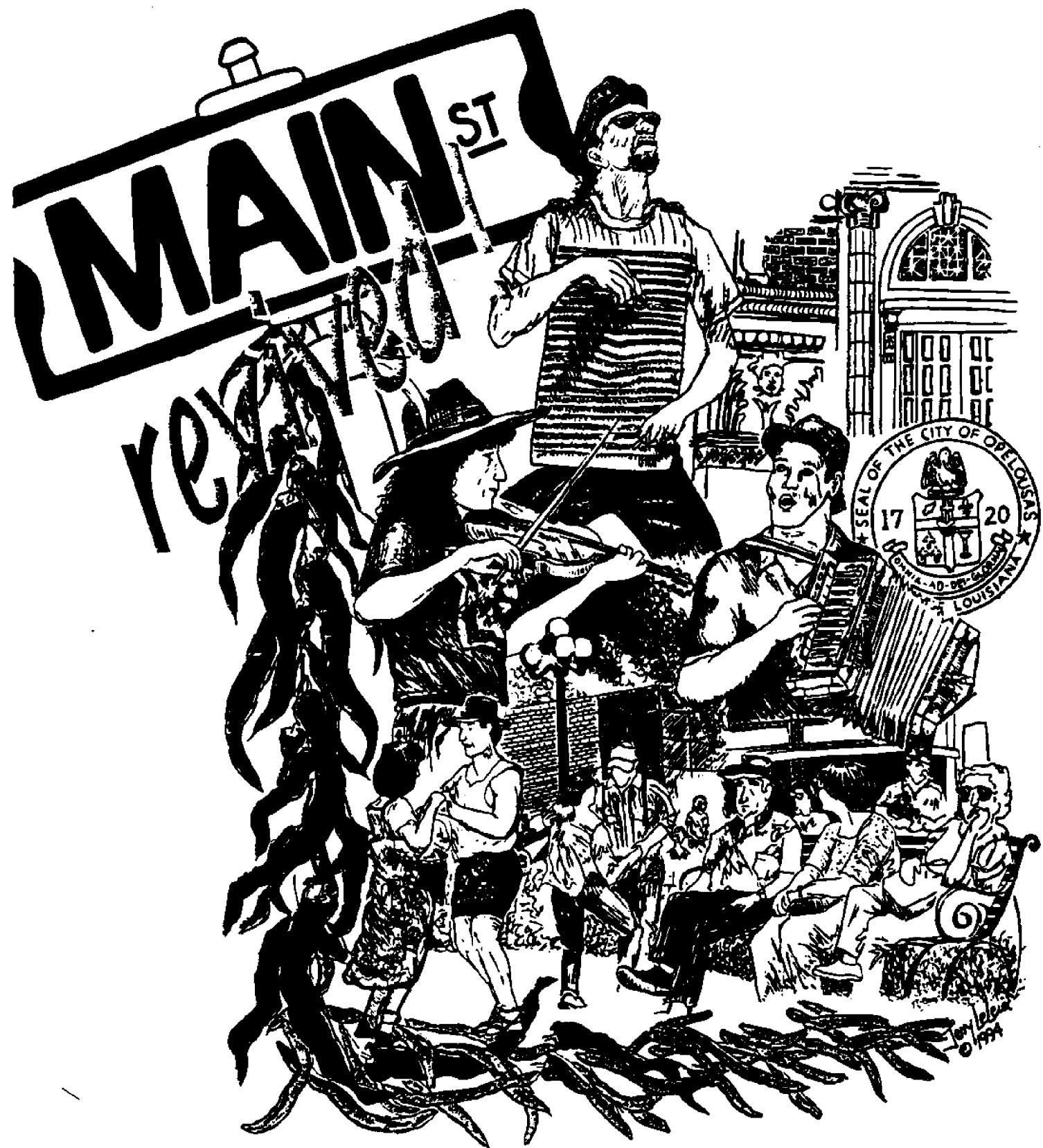
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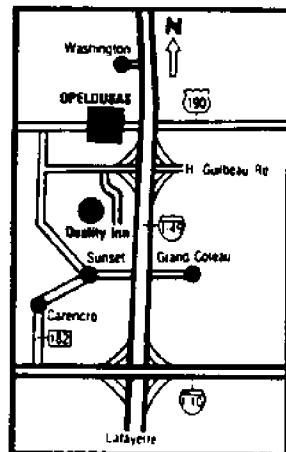
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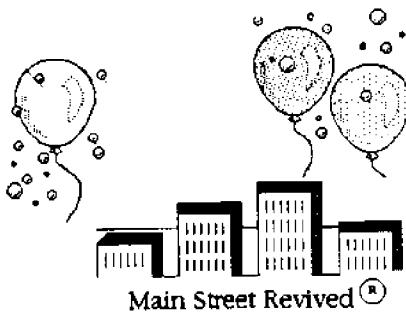




Artwork By:  
Jerry LeLeux

*Presents The Sounds of  
Louisiana*

*Friday Evenings  
in Historic Downtown Opelousas,  
Louisiana*



Belleme Street - from Main to Court

*1994 Program Book*

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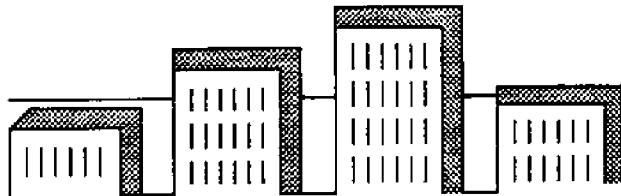
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*Jerry LeLeux*



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The Sounds of Louisiana  
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Fact Sheet

**Created:** MAIN STREET REVIVED® PRESENTS THE SOUNDS OF LOUISIANA was created in 1992. Since that time thirty-five concerts were held, including a performance by Irma Thomas that drew about 2,000 people to town and a performance by Roddy Romero that drew over 1,500. These concerts, held in downtown Opelousas, focused entirely on the music of Louisiana ... from Cajun, to Country, to Zydeco, to Blues, to Swamp Pop, to Jazz and all others in-between ... all were presented and promoted.

**Average Attendance:** Approximately 20,000 people have attended the MAIN STREET REVIVED® performances since 1992. The average was about 400 people per performance.

**Effect:** The publicity and attention generated by the MAIN STREET REVIVED® concerts focused positive attention on Opelousas. People throughout Louisiana know about the concerts. Because of this, many out of town guests and tourists attend the concerts. In 1994, the concerts should attract even more visitors and tourists to Opelousas, having a definite economical impact on the area. Also, MAIN STREET REVIVED® provided much needed cultural activities to this culturally under-served area of Louisiana.

The program has also stimulated interest in the historic downtown area of Opelousas. As a result of this and other local efforts, new businesses are being opened and others re-located to this area that had been deteriorating over the last decade. This will have a long-term positive effect not only on Opelousas but on the entire St. Landry Parish area.

**Support:** MAIN STREET REVIVED® continues to receive support from the following:

Opelousas merchants, businesses and professionals Main Street Opelousas

Opelousas and area civic and social clubs

Other St. Landry Parish municipalities

Opelousas/St. Landry Chamber of Commerce

Opelousas Tourism and Activities Committee

Louisiana Division of the Arts

Lafayette Arts Council

Louisiana musical groups

Opelousas Merchants and Business Association

American Business Women's Assoc.

Plus many other groups and individuals

The City of Opelousas

Local and area news media

St. Landry Parish Tourist Commission

The Louisiana Office of Tourism

Louisiana Endowment of the Arts

Louisiana musicians

Area Fairs and Festivals

Sertoma Club of Opelousas

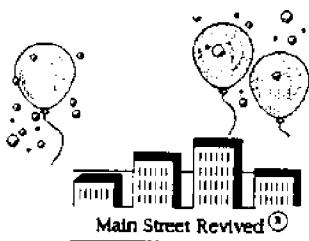
Opelousas Jaycees

**Activities Resulting From Project:** A multi media promotion involving Opelousas businesses and a Gift Certificate Give-A-Way has developed around the MAIN STREET REVIVED® concerts. Also, a local radio show is broadcasted live from time to time during some concerts, sponsored by local and area businesses and merchants.

**Additional Financial Support:** MAIN STREET REVIVED® received a matching funds grant through the City of Opelousas, from the Louisiana State Arts Council, through the Louisiana Division of the Arts, Office of Cultural Development, Department of Culture, Recreation and Tourism and the National Endowment for the Arts. MAIN STREET REVIVED® also received financial support from the St. Landry Parish Tourist Commission and the Opelousas Tourism and Activities Committee. In addition, MAIN STREET REVIVED® concerts receive a percentage of the proceeds from refreshment sales at each concert and by donations and contributions by local and area businesses, merchants and professionals.

**Future Outlook:** The MAIN STREET REVIVED® project will continue during 1994. The future looks bright for this project and the concerts, promoting the sounds of Louisiana, should continue for many years on Friday evenings in historic downtown Opelousas.

**Additional Information:** For additional information on the MAIN STREET REVIVED® program, please contact the Opelousas Tourism and Activities Committee - 318/948-4731 or Main Street Opelousas - 318/948-2590.



## Main Street Revived® A Project of Poste des Opelousas, Inc. - A Non-profit Corporation

### Committee Members

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Main Street Revived® will be held in the heart of historic downtown Opelousas on Friday evenings for 8 weeks during 1994. The concerts will begin on March 25 and continue through May 27.

Main Street Revived® has been very positive for the area. These free-of-charge, outdoor concerts are producing not only a long-term cultural impact on the area, but a much needed economic impact as well. By creating these activities and bringing people into downtown Opelousas, organizers hope to stimulate interest in this part of the old city in order to attract new businesses and professionals to the area.

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Contact  
Nolton - 318/543-7956  
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- Todd Knighten, Drums
- Clarence Zimmer, Guitar

Contact  
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318/599-2621

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*I haven't been playing accordion very long, you know, says Beau Jocque. But I've found out that there's nothing that works better than playing and singing from your heart. All I'm asking is that everybody listens, and expect something to happen. Because that's what I'm aiming for, is to try to make something happen whenever I play.*

**Contact:**  
Beau Jocque  
318/738-2729

### Band Members

- Beau Jocque, Vocals and Accordion
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  - Steve Charlot, Drums
- Ray Johnson, Lead Guitar
- Chuck Bush, Bass

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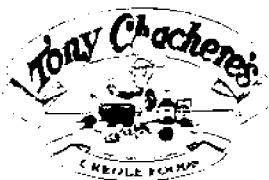
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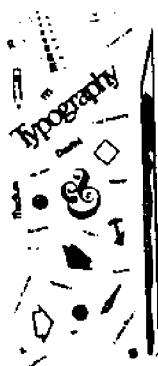
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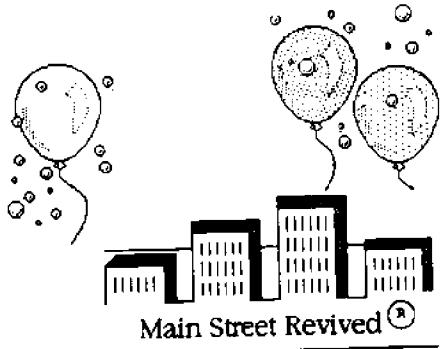


Photos by Sherti Landry

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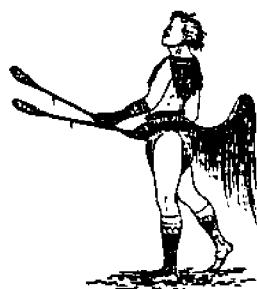
**Main Exhibit Room:** Prehistory, People of Opelousas, Agriculture, Home and Family, Business and Professions, Music and Food, and Opelousas Hall of Fame

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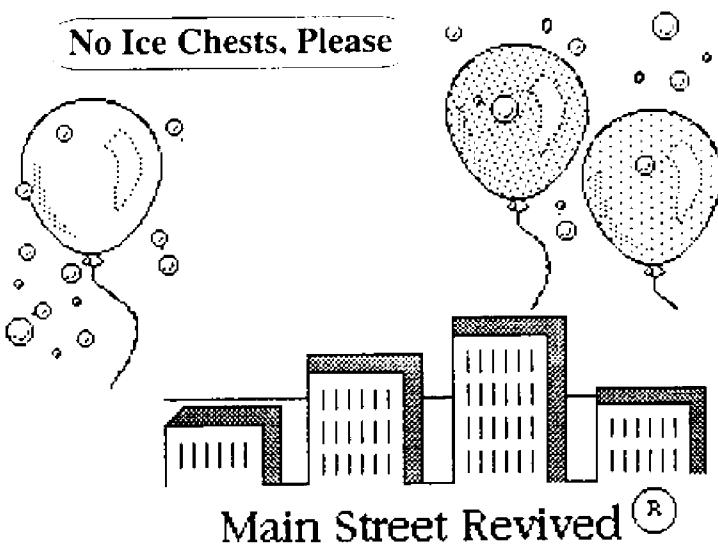
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**April 22** *Bayou Boogie*

**April 29** *HEADLINE CONCERT*

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**May 6** *The Fanatix*

**May 13** *Hadley J. Castille and The Louisiana Cajun Band*

**May 27** *Rosie LeDet*

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• • All performances will be from 5:30 to 7:30 PM.

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## Band Members

- Hadley J. Castille
- J. Blake Castille
- Doug Dugas
- Charles Beau Geste Davide
- Mark de Basile Meier

Contact : Hadley J. Castille  
P. O. Box 936  
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## The Fanatix

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### Band Members

- André Deshotels, Vocals and Sax
  - Steve Deshotels, Sax
  - Charles Davide, Drums
- Paul Sylvester, Guitar and Vocals
- Rodney Doom, Bass and Vocals
  - Dudley Richard, Vocals



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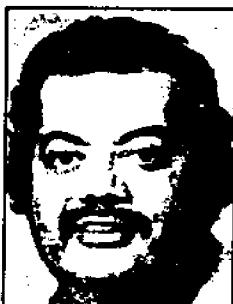
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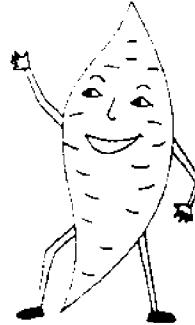
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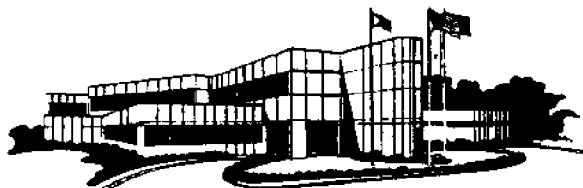
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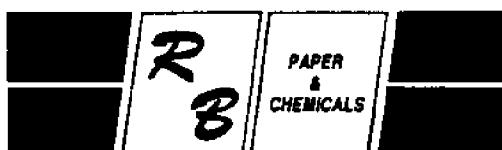


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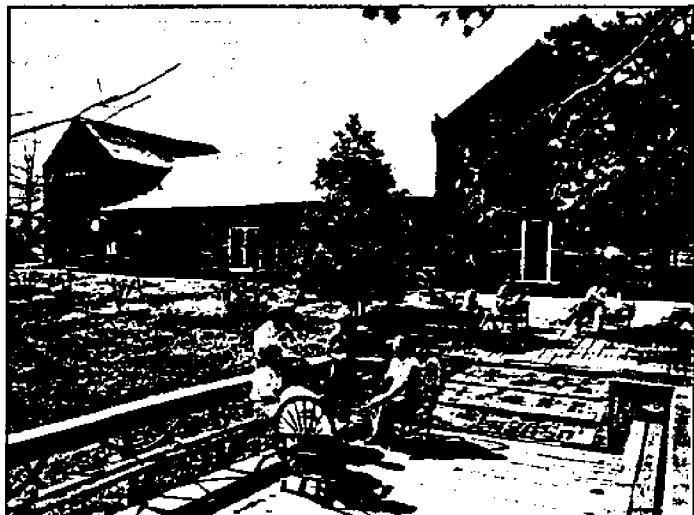
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# O WOW! Opelousas now!

Opelousas/St. Landry  
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**O**pportunity – That's what this whole thing is all about. The city of Opelousas provides wonderful opportunities for people and businesses of every type. We have a very solid community and business foundation to build on. But we all must take an active part to build on these opportunities. If everyone works together in every task we undertake, no matter how large or small it may seem, we can elevate our community to a new level of excellence.

**O**pelousas is on the move, onward and upward. We've got the resources, the drive and, most importantly – the people – to elevate our community to new heights.

Of course, it all begins with you. By taking pride in your community, by showing others just how much we have to offer in Opelousas you can help our city grow and prosper. Just look at the wonderful qualities we have to be proud of in the "Big O:"

**O**riginality – Our city is a true original. Nowhere else can you find such a rich diversity of heritage, traditions and cultures – all living together. We have so much to offer, from our cuisine – Cajun, Creole, down-home Southern cooking and everything in between – to our music – Zydeco, Cajun, country and gospel – to our many annual festivals and celebrations.

**O**utstanding – That word best describes the people of Opelousas – both in the past and present. From celebrated personalities such as Jim Bowie, Clifton Chenier, Paul Prudhomme, Tony Chachere and Rodney Milburn – to the friends and neighbors you meet every day on the streets – the heart, soul and strength of Opelousas has always been its people.

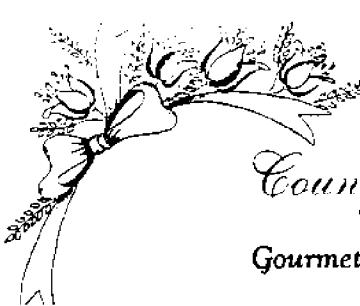
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- April                      International Cajun Joke Telling Contest  
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- June                      Opelousas Downtown Business Appreciation Day
- July                      Opelousas Jaycees 4th of July Fireworks Display
- August                      Oh Wow...Opelousas Now! Pep-Rally  
                                    John Bradley Memorial Football Jamboree
- September              Southwest Louisiana Zydeco Music Festival  
                                    Cultural-A-Fair at Le Vieux Village  
                                    Opelousas/St. Landry Chamber of Commerce Trade Show
- October                      Louisiana Yambilee Festival
- November                Creole Festival
- December                Christmas in Old Opelousas

For information call the Opelousas Tourist Information Center  
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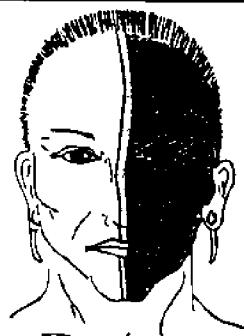
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Opelousas Indian

AS DESCRIBED BY THE EUROPEANS IN THE 1700s



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# *Oh Wow! Opelousas Now!*

## *Rally*

**Wednesday, August 24, 1994 - Courthouse Square  
Downtown Opelousas, Louisiana**

### **Script**

2:00 PM - Set up Begins

- Sound System
- Mirror
- Refreshments
- Barricades
- Streets Blocked
- Courthouse Open

4:00 PM - Cajun/Zydeco Band sets up

4:00 PM - Production Manager and Crew arrives

5:00 PM - Cajun and Zydeco Band starts to play

- High School Bands Set up
- ROTC Set up
- Cheerleaders Lined up
- Dancers Set Up
- Swat Team Lined up
- MC gets ready
- Media Set up
- Production Crew in place

5:30 PM - Opening - Play Oh Wow! Opelousas Now! Jingle

- Welcome - 5 Minutes  
(no politics - no speeches - no acknowledgments)
- Swat Team starts to make jump as this happens

5:35 PM - Cheer for Opelousas

Cheerleaders from OC perform followed by Acadiana Prep

5:44 - MC - Brief Talk

5:50 PM - OC Band Plays

Dancers, Flag groups, etc. perform as band plays

Oh Wow! Opelousas Now! Rally - Script

5:55 PM - Courthouse Bell Rings (have someone from production make sure)

6:00 PM - MC Talks

6:05 PM - Everyone to look up - take picture

6:10 PM - Uncover Mirror

Ask crowd to look into mirror - a reflection of Opelousas

6:12 PM - Cheerleaders from OHS perform followed by Westminster Academy

6:19 PM - MC - Brief Talk

6:25 PM - OHS Band Plays

Dancers, Flag groups, etc. perform as band plays

6:30 PM - MC Talks

- Oh Wow! Opelousas Now! Jingle performed
- Talk Ends

6:40 PM - OHS Band performs as the people mill around the courthouse

- OHS Band Plays Concert Music

6:50 PM - Clean up effort begins

- Trustees start cleanup
- Refreshments wind up
- Sound Equipment tear down

\* For additional information contact Frankie Bertrand at the Chamber office, 942-2683, Dr. Gerald Posner at 942-9225, or Carola Ann AndrePont at the office of Main Street Opelousas, 948-2590 or 948-6784.

\* Updated as of Monday, August 22, 1994 - C. L. AndrePont

# Oh Wow! Opelousas Now! Production Team

## Group 1 - Refreshments

• Eula Savoie\*   • Isabelle Posner   • Some ROTC Members   • Jim Doucet

## Group 2 - Opelousas Catholic Organizations

• André Andrepont\*\*   • Mary Johnson\*

## ... and Acadiana Prep Organizations

• Dianne Savoie

## Group 3 - Opelousas High School Organizations

• Leon Banks\*   • Stella Thomas   • Frances Ledyay   • Charles Renaud\*\*

## Group 4 - Westminster Christian Academy

• Amanda Griffin\*

## Group 5 - Mirror

• Judy Theall\*   • Sue Deville\*\*   • Some ROTC Members

## Group 6 - Roof of Courthouse

• Sherry Landry\*   • Rod Manuel\*\*   • Elbert Guillory and OPD

## Group 7 - Overall Area - General

• Frankie Bertrand\*   • Gary Bertrand   • Ken Vidrine

## Group 8 - Rally Chairman - Overall Area

• Dr. Gerald Posner\*   • Terran Shaw

## Group 9 - Overall Area - Production Manager

• Carola Ann Andrepont, Mgr. \*   • Dr. Chester Finley   • Paul Bordelon

\* Denotes Group Leader (Responsible for Walkie-Talkie)   \*\* Share Walkie-Talkie

# Opelousas 101

Learn the answers to these questions and  
much more about historic Opelousas ...  
its people and their culture

## Do you know ...

1. Who was T. H. Harris?
2. Who were the Paleo Indians?
3. Who was Charles E. Nash?
4. Where was Franklin College?
5. Where was the Round Stable?
6. Who are the main cultural groups in Opelousas today?

## August 17 - September 11, 1994



### Course Schedule

- August 17: 6- 8 PM - Class
- August 24: 5:30 PM - Oh Wow! Opelousas Now Rally - Court House Square 6:30 -8:30 PM - Class
- August 31: 6-8 PM - Class
- September 6: 6-7 PM - Class  
7 PM til - test
- September 11: Cultural A-Fair at Le Vieux Village  
Opening of Village  
Opelousas 101 Graduation

Place: Opelousas Museum and Interpretive Center - 329 North Main Street - Opelousas, LA

Sponsored by: Friends of the Museum - For Information Call: 318/948-2589 or 948-2590

**Course fee:** \$30.00 - (Note: Participants will need to purchase or borrow one of the following books: Opelousas, A Great Place To Be! or Opelousas, The Place You'll Want To Be. Books are available at the Opelousas Museum.)



Please enroll me in Opelousas 101. Enclosed is my course fee.

(Make checks payable to: Friends of the Museum.)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mail to: Opelousas 101 - Friends of the Opelousas Museum - P. O. Box 712 - Opelousas, LA 70571

Registration deadline: August 3, 1994

**Course Fee: \$30.00**

Includes all handouts, testing materials and graduation certificates. Text book will have to be purchased, at a special price of \$20.00, or borrowed.