

CRoth

From: CRoberts
Sent: Friday, February 05, 2010 10:56 AM
To: TCapella; ELagasse; LCongemi; CLeesheng; JYoung
Cc: STheriot; JGonzalez
Subject: Saints

Colleagues:

I believe I brought this up at the council meeting and everyone agreed. I now understand one of my colleagues may be questioning our participation.

I offer the following:

- * Blaine Kern Artist and several krewes are covering the cost of floats through donations
- * The Saints organization is located in Jefferson Parish and are a tax paying organization
- * With some krewes not parading in Jefferson Parish on Sunday due to the Superbowl we have saved funds from our normal Mardi Gras budget
- * The cost to put on a parade of this size can be in excess of 1 million dollars, with donations and in-kind contributions the actual total cost will be around 300,000
- * The parade will welcome Jefferson residents which I'm certain will be in attendance in great numbers
- * When the Superbowl comes to New Orleans in the next few years this is a regional economic impact and visitors are not restricted to spending their money just in Orleans Parish
- * Sales tax increases and the economic impact has spread throughout the region from Saints inspired purchases

If this region is going to compete with the Baton Rouge Metropolitan area we need to get off the parochial mind set and cooperate with one another. I standby this regional effort and see no reason to duplicate a once in 43 year celebration. We are southeast Louisiana not just one parish. The sooner we recognize this the better off we will be.

On another note to avoid the ridiculous petty politics I will view the parade with the public. You can notify the city my float will not be in the parade.

Its shameful the same man that had us put up money for a dog and pony show council meeting at the Alario Center now questions regional cooperation.

Regards,

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Jefferson Parish

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