

May 15, 2007

Louisiana State Museum
Board of Directors
Attn: Andrew Rinker, Chair
P.O. Box 2448
New Orleans, LA 70176

Dear Mr. Rinker:

On behalf of Stay Local! and the locally-based businesses like the 740 who have listed on our web-based directory, I urge you to give full consideration to restaurateur Scott Boswell's interest in leasing the available commercial space on Jackson Square. There are compelling cultural and economic arguments to do so.

Starbuck's has several locations in Orleans Parish (in the CBD, the Garden District, and Uptown) and the metro area. As a formula business which standardizes selection of products and services, decor, menus, and other features to make its brand recognizable regardless of locale, it is ill-suited to the distinct cultural and historic ambience of the French Quarter. Locally-owned businesses, on the other hand, impart the pride and personality that New Orleanians want visitors to remember when they return home. We want them to take home that local flavor and come back because of those memorable, one-of-a-kind experiences among our people. That is the New Orleans we want to export. That is the New Orleans that makes people want to live here, invest here, and immerse themselves in our culture.

Furthermore, supporting local business represents sound fiscal policy. Mr. Boswell's other French Quarter ventures demonstrate that his new cafe will generate revenue for the State Museum while delivering a product both locals and tourists will enjoy. In addition, Mr. Boswell's restaurant will more thoroughly capitalize on the multiplier effect of dollars spent locally circulating more widely through the local economy. Formula businesses like Starbuck's use goods and services from outside of New Orleans, while businesses like Mr. Boswell's that make legal, marketing and financial decisions locally rely heavily on other local businesses (accountants, designers, attorneys, printers, wholesalers, etc.), thereby creating more opportunity from within by generating secondary and tertiary businesses.

Finally, as a sound investor of public funds, the State is responsible to its residents, the taxpayers. Qualified state resident business owners should be given a preference, particularly as we rebuild. The City and the State have a vested interest in creating a supportive economic climate that sustains and grows businesses born and raised locally. Is a long-term, high-dollar lease held by a national chain store truly the best financial option to ensure the continued vibrancy and vitality of Jackson Square? Today, many commercial sites formerly occupied by national chain stores remain closed, including the Starbuck's on Magazine and State. These

economic dead zones remind us that post-Katrina, many absentee leaseholders that could have re-opened chose not to, while local businesses re-opened and re-invested in the city's recovery as soon as they could.

Thank you for your full consideration of Mr. Boswell's bid to lease the site on Jackson Square. As a citywide initiative to create a strong economy based on locally-owned businesses, please consider us to be a resource. I encourage you to peruse our Reports & Studies page for information and best practices related to sustainable economic development at www.staylocal.org/info/. If I can provide you or the Louisiana State Museum's board additional information, please do not hesitate to contact me.

Sincerely,

Dana Eness, Director
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CC: Ms. Donna Addkison
Mr. Scott Boswell
Mr. Michael Hecht
Mr. David Kahn
Lt. Gov. Mitch Landrieu