



2025 ANNUAL IMPACT REPORT



FRENCH QUARTER FESTIVALS, INC.
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FQFI.ORG

Performer: Flagboy Giz | Photo by Josh Brasted

A LETTER FROM EMILY MADERO, PRESIDENT & CEO



As we reflect on this past year, it is clear that the heartbeat of our festivals remains strong, even in a changing landscape. Rising production costs, shifting audience expectations, new technologies, and evolving philanthropic priorities have created both challenges and opportunities for cultural organizations like ours.

For more than four decades, French Quarter Festival, Satchmo SummerFest, and Holidays New Orleans Style have been more than dates on the calendar. They are living traditions that unite locals and visitors, showcase the cultural richness of our region, and drive meaningful economic impact for the city we love.

This year, we strengthened our foundation while setting ambitious priorities for the future. Guided by our strategic framework, we focused on stewardship, innovation, and impact to ensure our organization remains vibrant for generations to come. Rising costs have required us to operate more efficiently and think creatively. Audience expectations continue to evolve, with more interest in unique experiences,

sustainability, and digital engagement. At the same time, we have expanded our digital reach, welcomed new audiences, and forged innovative partnerships that reflect the evolving spirit of New Orleans. We have also invested in building the next generation of cultural stewards through internships, partnerships, and leadership development.

As we look ahead, our focus is clear. We will celebrate New Orleans’ heritage through authentic programming that uplifts local artists, businesses, and culture bearers. We will strengthen our financial model to meet rising costs while keeping our festivals free and accessible. We will refine our systems and adopt new technologies to improve efficiency and enhance the festival experience. We will create meaningful ways to connect with both longtime attendees and new audiences through programming and storytelling, and we will continue to serve as a cultural leader and trusted steward of New Orleans’ heritage.

Thank you to our staff, volunteers, artists, sponsors, and community for your support. Together, we will ensure that the sounds, flavors, and stories of New Orleans continue to inspire for decades to come.

With gratitude,

Emily Madero
President & CEO | French Quarter Festivals, Inc.

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WHO WE ARE

FROM A TWO-BLOCK PARTY TO A CULTURAL JEWEL.

What began in 1984 as a neighborhood event to bring people back to the French Quarter has grown into one of the largest free festivals in the United States and a defining cornerstone of the city's identity. Over four decades, French Quarter Festival has evolved from one event into a nonprofit organization that works year-round to uplift local musicians and small businesses, preserve New Orleans' rich heritage, and keep its creative spirit accessible to everyone, free of charge. Today, the organization plays a vital role in sustaining the city's artistic economy and honoring the people who carry its living traditions forward.

OUR MISSION

To promote the Vieux Carré and the City of New Orleans through French Quarter Festival and other high quality special events and activities that showcase the culture and heritage of this unique city, contribute to the economic well-being of the community, and instill increased pride in the people of New Orleans.

OUR PURPOSE

To uplift and sustain our local cultural economy and those who create it.

OUR VALUES

Cultural Integrity · Authenticity · Stewardship · Diversity · Inclusivity · Community



1983

MAYOR DUTCH MORIAL ENVISIONS A WAY TO BRING LOCALS BACK TO THE FRENCH QUARTER FOLLOWING MASSIVE STREET RENOVATIONS AHEAD OF THE WORLD'S FAIR.

1984

THE FIRST FRENCH QUARTER FESTIVAL COMES TO LIFE WITH STAGES ON ROYAL AND BOURBON STREETS, FEATURING LOCAL MUSICIANS AND CULINARY TALENT.

1985

A CREOLE CHRISTMAS LAUNCHES, LATER BECOMING HOLIDAYS NEW ORLEANS STYLE, A CELEBRATION OF THE CITY'S UNIQUE HOLIDAY TRADITIONS.

1986

RÉVEILLON DINING TRADITIONS ARE REVIVED IN LOCAL RESTAURANTS, STRENGTHENING THE CITY'S SEASONAL STORYTELLING THROUGH FOOD AND COMMUNITY.



1989

FRENCH QUARTER FESTIVALS, INC. IS OFFICIALLY ESTABLISHED AS A NONPROFIT DEDICATED TO ENRICHING THE VIEUX CARRÉ AND SUPPORTING THE LOCAL ARTS ECOSYSTEM.

2001

SATCHMO SUMMERFEST DEBUTS IN HONOR OF LOUIS ARMSTRONG'S 100TH BIRTHDAY AND THE RENAMING OF MSY AIRPORT.



2023

FQFI ADOPTS A NEW 5-YEAR STRATEGIC PLAN DESIGNED TO GUIDE THE ORGANIZATION INTO A PERIOD OF GROWTH, INNOVATION, AND SUSTAINABILITY. FRENCH QUARTER FESTIVAL CELEBRATES ITS 40TH ANNIVERSARY!

2025+

SATCHMO SUMMERFEST CELEBRATES ITS 25TH ANNIVERSARY!

PROGRAMMING REVIEW



FRENCH QUARTER FESTIVAL

Four days of perfect weather topped off the 42nd anniversary of French Quarter Festival. Musical highlights included New Orleans Bounce icon Big Freedia debuting new gospel songs on the Abita Beer Stage, acclaimed singer-songwriter Anders Osborne performing at the festival for the first time since 2010, and Louisiana native and nationally recognized artist-producer Roi Anthony, who made his FQF debut and drew some of the weekend's largest crowds at the Jack Daniel's Stage. The Mike's Amazing Culinary Stage, now in its second year, solidified its place as a new festival favorite, with more than 20 local chefs sharing secrets behind their signature dishes.



82% OF ATTENDEES SURVEYED GAVE FQF A PERFECT RATING



SATCHMO SUMMERFEST



Satchmo SummerFest marked its 25th anniversary alongside the 100th anniversary of Louis Armstrong’s first recordings as a bandleader. Armstrong’s influence was on display all weekend, like during performances by trumpeters James Andrews and Kermit Ruffins. Both trumpeters, who also played the inaugural festival in 2001, later joined author Donna Poniatowski Sims on the Satchmo Legacy Stage to discuss the importance of Donna’s Bar & Grill in shaping 1990s jazz talent. Additional highlights included the “Trombone Talk” tribute to Kid Ory and a spirited Satchmo Salute Parade featuring social aid and pleasure clubs, bands, and special guests dancing down Esplanade.

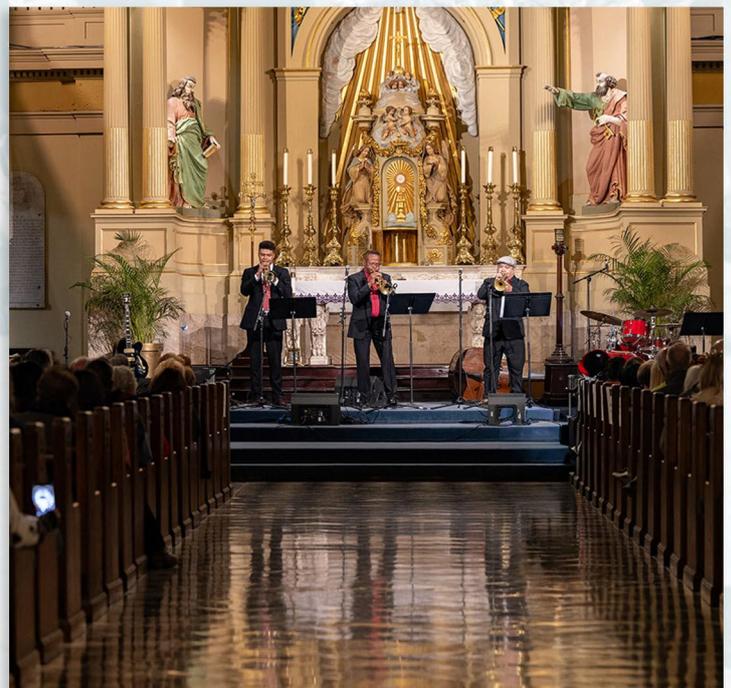


2025 HOLIDAYS • NEW ORLEANS • STYLE Concerts

HOLIDAYS NEW ORLEANS STYLE AND NEW ORLEANS EVE CONCERTS

FQFI continued its commitment to accessible local arts programming during the holiday season, hosting Leroy Jones & New Orleans’ Finest to a packed St. Louis Cathedral and producing the second annual New Orleans Eve—a free, family-friendly outdoor concert in the heart of the French Quarter—where Ivan Neville and Dumpstaphunk led a jubilant, funky, and distinctly New Orleans countdown to midnight.

While Holidays New Orleans Style has evolved in recent years, FQFI remains deeply committed to delivering accessible, high-impact programming that celebrates and connects the community during the holiday season.



ACHIEVEMENTS & IMPACT

CULTURAL



New Orleans Bounce legend Big Freedia had an epiphany onstage at French Quarter Festival in 2024 - she wanted to put out a Gospel project. Well, She DID - and she performed those songs live for the first time ever at French Quarter Festival 2025!

INCREASED MUSICIANS' MINIMUM PAY RATE for the fifth season in a row

- ▶ Affirming the value of their craft and sustaining careers in New Orleans' creative economy

CREATED OPPORTUNITIES FOR 1,900 LOCAL MUSICIANS and other cultural stakeholders like chefs

- ▶ Encouraging the living traditions that define New Orleans

FEATURED 56 DEBUTS AND 17 YOUTH PERFORMANCES

- ▶ Nurturing the next generation of culture-bearers

GENERATED \$96 MILLION IN EARNED MEDIA VALUE

- ▶ **Amplifying New Orleans' authentic culture**
This visibility builds civic pride, drives cultural tourism, and strengthens the creative economy that sustains our city.



SOCIAL

373 FREE PERFORMANCES and presentations

- ▶ Delivering enriching experiences that are accessible to all

996,000 GUEST ENTRIES* recorded across all events

- ▶ Meeting the significant community demand for these free cultural gatherings

8 PRIOR ANNUAL VISITS average per attendee

- ▶ Cultivating deep loyalty and sustained engagement

208,000+ FOLLOWERS across social media

- ▶ Fostering deep connection, shared identity, and a lasting sense of community

*Does not reflect unique individuals in attendance



Singer-songwriter Joy Clark has a very big, very supportive family. And she loves performing at FQFI events, because that means her whole family can come out to see her! "It's so special when audiences can support our culture and our music without breaking the bank".

ECONOMIC

*This is the estimated spending by out-of-town event attendees on hotels, dining, shopping, and other local activities—highlighting the broader economic impact the event brings to the community.

\$354M
TOTAL ECONOMIC IMPACT*

\$580,400
PAID TO LOCAL
MUSICIANS BY FQFI

134,000
ESTIMATED
OUT-OF-TOWN VISITORS

\$3.7 MILLION
IN SALES GENERATED
BY FOOD AND BEVERAGE VENDORS

2,939 JOBS
SUPPORTED AND \$99.3 MILLION
NEW INCOME EARNED

\$27.5 MILLION
IN STATE AND
LOCAL TAX REVENUE

Economic impact is determined by the University of New Orleans Hospitality Research Center based on data gathered in attendee surveys.



Jacques-Imo's has been surprising visitors with their unexpectedly savory and delightful Shrimp and Alligator Cheesecake at French Quarter Festival for over 20 years. "It's a fantastic revenue stream," said owner Jacques Leonardi. "It showcases our food to a lot of people who might not be able to come to the restaurant."

LAGNIAPPE: ENVIRONMENTAL

45% of all festival waste generated this year was diverted away from landfills with use of recycling, composting, and other sustainable practices.

That's **75,478 total pounds of waste** that won't end up trashing our natural environment!

Plus, **300+ gallons of fossil fuel usage eliminated** through sustainable festival operations and investments in non-diesel power sources.

WHERE MUSIC, FLAVOR, AND LEGACY MEET



“ FQFI'S EVENTS AREN'T JUST A STAGE. THEY'RE PLATFORMS THAT KEEP OUR CULTURE ALIVE. EVERY TIME I STEP OUT IN MY SUIT, I'M CARRYING THE STORIES OF MY NEIGHBORHOOD, MY TRIBE, AND EVERYONE WHO CAME BEFORE ME. THAT'S WHAT NEW ORLEANS IS ABOUT—PASSING THE FLAME FORWARD.

– FLAGBOY GIZ ”



“ MY FAMILY HAS BEEN PART OF NEW ORLEANS MUSIC FOR GENERATIONS, AND FRENCH QUARTER FESTIVAL HAS BEEN PART OF MY LIFE FOR AS LONG AS I CAN REMEMBER. WHETHER I'M PERFORMING ON THAT STAGE OR ATTENDING THE FESTIVAL, I'M CARRYING ON MY FAMILY'S LEGACY AND THE SPIRIT OF THIS CITY THAT RAISED US.

– CHARMAINE NEVILLE ”



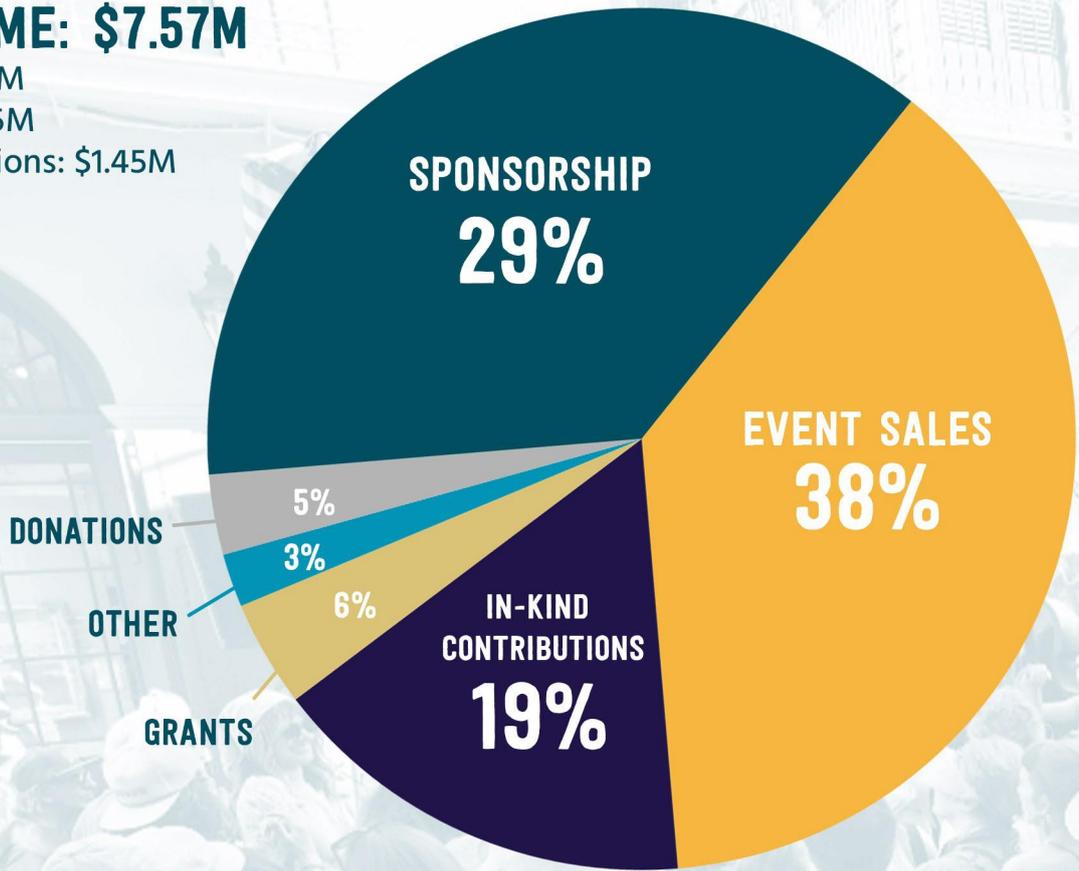
“ PARTICIPATING IN FRENCH QUARTER FEST OVER THE YEARS HAS BEEN SO EXCITING! IT GAVE OUR FAMILY BUSINESS A PLATFORM TO SHARE OUR FAMILY RECIPES WITH THE WORLD AND HELP TURN FIRST TIME VISITORS INTO LIFELONG FANS. THE VISIBILITY WE'VE GAINED THROUGH THIS EXPERIENCE HAS BEEN INVALUABLE AND WE LOOK FORWARD TO COMING BACK EVERY YEAR.

– CHEF VANCE VAUCRESSON ”

SOURCES OF INCOME

TOTAL INCOME: \$7.57M

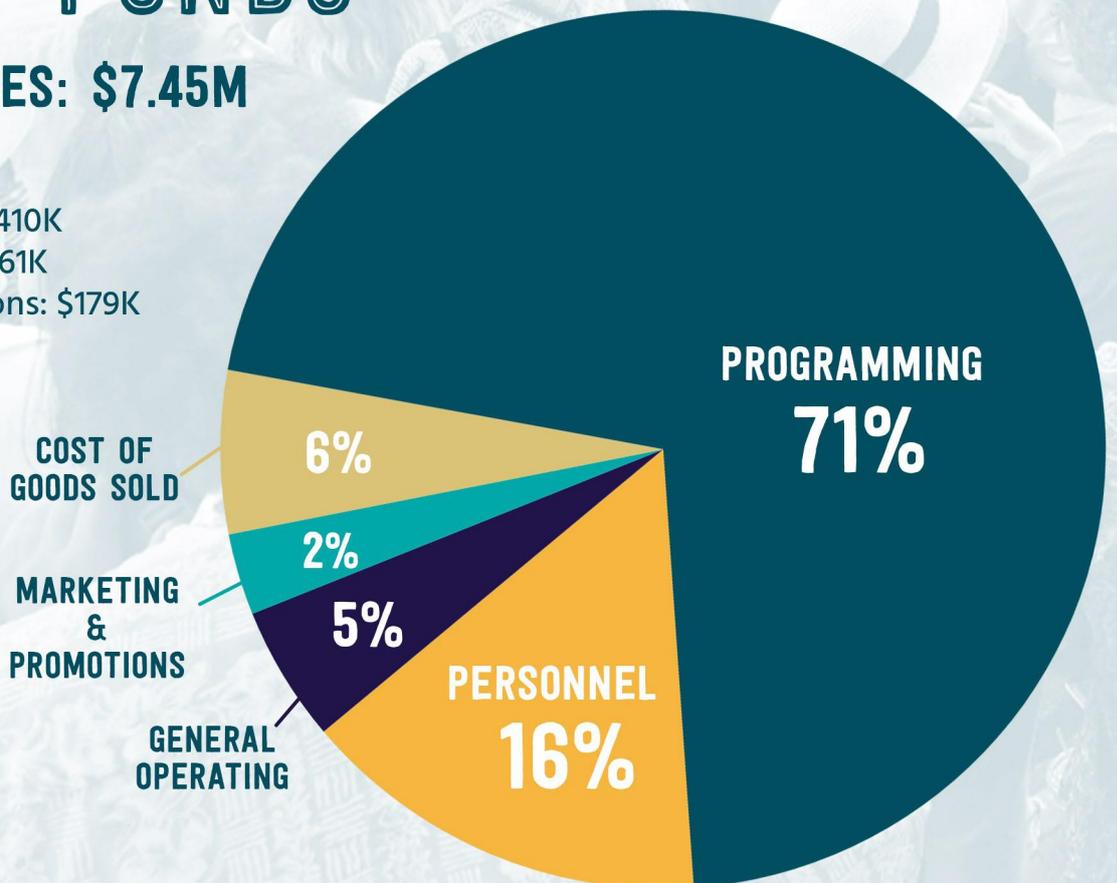
Event sales: \$2.90M
Sponsorship: \$2.15M
In-Kind Contributions: \$1.45M
Grants: \$478K
Donations: \$402K
Other: \$188K



USE OF FUNDS

TOTAL EXPENSES: \$7.45M

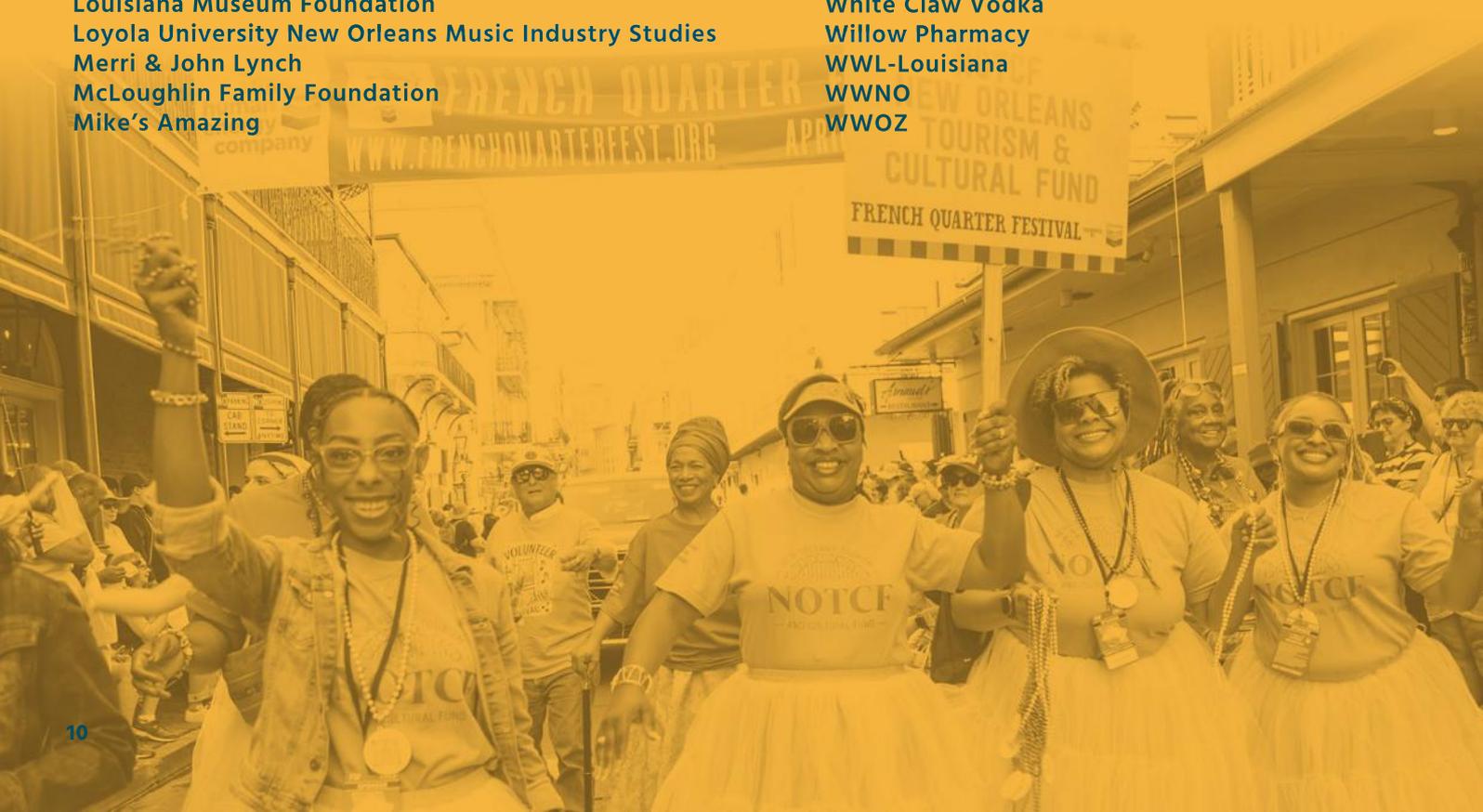
Programming: \$5.27M
Personnel: \$1.23M
Cost of Goods Sold: \$410K
General Operating: \$361K
Marketing & Promotions: \$179K



MAJOR EVENT SPONSORS

Abita Brewing Company
Aquaculture Stewardship Council/Laguna Blanca Salmon
BK House
Brown-Forman
Caesars New Orleans
Caymus Vineyards
Chevron
Delta Utilities
Diplomatico Rum
el Jimador Tequila
Entergy New Orleans
Fidelity Bank
Fords Gin
Four Seasons Hotel New Orleans
French Market Coffee
French Market Corporation
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Gulf of America Alliance & the National Oceanic and Atmospheric Administration
Hancock Whitney Bank
House of Blues
Humana Healthy Horizons in Louisiana
Jack Daniel's
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Korbel California Champagne
KREWE
LCMC Health
Louisiana Division of the Arts
Louisiana Fish Fry Products, LTD
Louisiana Lottery Corporation
Louisiana Museum Foundation
Loyola University New Orleans Music Industry Studies
Merri & John Lynch
McLoughlin Family Foundation
Mike's Amazing

Music Performance Trust Fund
National Endowment for the Arts
New Orleans & Company
New Orleans Jazz Museum at the Old U.S. Mint
New Orleans Jazz National Historical Park
New Orleans Public Belt
New Orleans Recreation and Culture Fund
New Orleans Steamboat Company
New Orleans Tourism and Cultural Foundation
Omni Royal Orleans Hotel
One11 Hotel & Park First
Pan-American Life Insurance Group
Pepsi
Port of New Orleans
Renaissance Publishing
Republic National Distributing Company
Riverview Room/New Orleans School of Cooking
Riverwalk Outlets
RosaMary Foundation
Steamboat NATCHEZ
The Bec-Croche Giving Fund
The Berger Company
The Campaign For Equity New Orleans
The Derbes Foundation
The Folgers Coffee Company
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WWNO
WWOZ



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Alberta Utech
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Amy Levy
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Barrett Cooper
Deborah J. Moench
Robert Rizzuto
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OUR TEAM

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Sabrina Cutaia, Chief Development Officer
Karin Curley, Development Director
AJ Gaulton, Chief Operations Officer
Sydni Raymond, Marketing and
Communications Director

Greg Schatz, Entertainment Director
Kenneth Spears, Food and
Beverage Hospitality Director
Dave Stover, Chief Financial Officer

SAVE THE DATES

FRENCH QUARTER FESTIVAL - APRIL 16-19, 2026

SATCHMO SUMMER FEST - AUGUST 1-2, 2026

**NOLA
CULTURE
NEEDS YOU!**

French Quarter Festivals, Inc. is a 501(c)3 nonprofit organization that relies on donations to power our impactful programming.

Your donations uplift and sustain local artists and bring accessible arts programming to the community.

To make a gift today, scan the QR code or visit give.fqfi.org

DONATE NOW:

