

# PRESS RELEASE

## Pointe Coupee Parish Tourist Commission

### Supported and Promoted Tourism on With Four Major Projects

#### Morganza's 50<sup>th</sup> Anniversary Easy Rider Festival Was A Complete Success

On September 28, 2019 over 2,000 motorcycles over 4,000 locals and visitors came out to support Morganza's 50th Anniversary Easy Rider Festival. There were visitors from, Missouri, Alabama, Texas, Mississippi, Florida, and California, The Pointe Coupee Parish Tourist Commissioners were actively involved in assisting the Village of Morganza become a Louisiana Cultural District, said Executive Director, Jeanie Andre of the PCP Tourist Commission.

In 2017 while having conference calls with the Louisiana Office of Tourism, Jeanie mentioned to state officials that she wanted to start a trail to mark the spots where famous musicians were born. She thought that for sure it could attract tourist, because they want to see where famous people live.

Later that year, she received a phone call from Mississippi and they wanted to mark the spot where Buddy Guy was born. At that moment; she thought, well we cannot let Mississippi honor him, when he was born in Louisiana and in our parish. So that conversation lead to setting up an appointment with **Lt. Governor Billy Nungesser** and that happened in January of 2018.

Jeanie Andre and a group of people on a Blues Highway Festival Planning Committee met with **Lt. Governor Billy Nungesser to accomplish four major tourism related projects;**

1. **To Assist with the Blues Hwy. 61 Music Festival; recognizing that Louisiana has The Blues Highway running Louisiana as well and Mississippi and other states.**
2. **To Start a Musician's Trail connecting to the Mississippi Blues Trail;** Jeanie wanted to start marking the spots of famous musicians were born; making the first to be a historical Buddy Guy Marker and connect to the Mississippi Blues Trail. That's because tourist are very interested in knowing where famous people live.
3. **Rename LA. Hwy. 418 to Buddy Guy Way**
4. **Revitalize the Village of Morganza;** Executive Director Jeanie Andre and Lt. Governor Billy Nungessor introduced the program to the parish officials. Jeanie knew that the parish officials had vote for the Village of Morganza to extend their boundaries to become a Louisiana Cultural District. Jeanie introduced the Louisiana Cultural District Program to local residents in Morganza earlier that year. She was the one who knew of the program, researched it, then convinced the townspeople and Village of Morganza Council that this program could indeed revitalize their town. A Louisiana Cultural District Program is designed to focus on tourism, cultural events, history, arts, and it gives people tax incentives for them to rebuild old structures and turn them into businesses. This could indeed help the re-growth of the town.

Jeanie invited **Sherriff Bud Torres** and **Natalie Thompson** to come along with her when she met with Lt. Billy Nungessor. Both of them would be involved in assisting with two of the four tourism related projects.

Our Lt. Governor, **said yes** to all four projects. Jeanie said when she left his office, she felt like she had won the lottery. Lt. Governor Billy Nungessor did indeed help her with all tourism related projects.

The next week or so, Jeanie Andre, Clarence Woot's Wells, and Lt. Governor Billy Nungesser, stood before the twelve Police Jurors to educate them on how the Louisiana Cultural District Program worked and explained how it could help the Village of Morganza. They would incorporate historical places, culture, arts, and host events to bring outsiders in to generate tourism into their town.

At the next PCP Juror meeting, the jurors voted to allow the Village of Morganza to extend their boundaries to become a Louisiana Cultural District and the parish officials said that they wanted to honor Buddy Guy also. Jeanie also told the jurors that she wanted to get the LA. Hwy. 418 named changed to "**Buddy Guy Way.**" The parish officials and Lt. Governor Nungesser passed a resolution got it into the hands of our state legislatures to get that done. The jurors all voted yes. Some of the Police Jurors made the comment to Jeanie; "**How in the world could we vote no, when you presented the program to us with Lt. Governor Billy Nungesser?**"

**The Pointe Coupee Parish Tourist Commissioners; President David K. Jarreau, Vice President, George Miller, Secretary/Treasurer, Wilmer D. Moore, Augusta Ladmirault, Nora Palmer, Brenda Jasmin, and Melissa Hughes.** These seven people are the "**Back Bone**" of the Pointe Coupee Parish Tourist Commission. They allow me to promote tourism to the best of my ability and if they think a project can attract a tourist, then they are all in. They have backed me on all four projects and I reported to them every step of the way.

I want to also thank the Village of Morganza Mayor Wells and Councilmen for allowing me to assist with their projects and serve on the Morganza Cultural District Board of Directors. I also want to thank the Pointe Coupee Parish Police Jurors & Parish Council Officials who continue to show their support and all tourism related projects. Special thanks to the Morganza's Cultural District Board of Directors, event coordinators, volunteers, media publications, committee members, participants, donors, sponsors, vendors, businesses, who have all come forth to revitalize one of our municipalities. Also want to thank everyone outside of Village of Morganza that is coming forward to assist them too. The whole community was united in a group effort to help revitalize the Village of Morganza; Thanks for all your love of the town and support.

*After the success of the Morganza 50<sup>th</sup> Anniversary Easy Rider Festival, I finally feel a sense of pride and relief and that my fourth project is complete. I know that Morganza is on its way to recovery.*

Our Lt. Governor is such a great leader and is in charge of in the Louisiana Office of Tourism. I want **to publicly and personally thank him for assisting us with all tourism related projects in Pointe Coupee Parish and for all he has done for Louisiana Office of Tourism.** What a great Lt. Governor he is! I knew without a doubt that he would get elected for another term, because he has done an outstanding job promoting tourism across the United States and Internationally. Thank all who worked with me to complete all tourism projects.

**Ongoing Tourist Project:** Bringing in films; promoting tourism through the film industry; Working with the state to promote filming into Pointe Coupee Parish.

Submitted By:

Jeanie Andre, Executive Director

Pointe Coupee Parish Tourist Commission