

JUST CHANGES THE TIME AND PLACE

BACKGROUND - With your typical NFL Saints football game, it's busy downtown and in the French Quarter. But elsewhere in the city, things are very slow.



MARDI GRAS - Next, big events for Mardi Gras, you do have tourists come into New Orleans. However, many locals, wanting to get away from the crowds, traffic jams, or mayhem, plan their vacation to leave New Orleans at the same time. So when you add the two points above, there is essentially zero sales tax revenue increase.

ECONOMIC IMPACT? - Accordingly, events like Saints games or festivals are just another Lunch and Dinner event (except at a different location), as people are going to eat three meals a day anyway. Likewise, they don't really generate real economic impact. Hence, one reason why you see Orleans Parish still in last place in every category and a 50% poverty rate. In other words,



*All Saints games and Festivals do is just change the
"time-and-place" people eat and drink.*