

CASE STUDY: NOLA TRICENTENNIAL GRAND RE-OPENING OF GALLIER HALL

CHALLENGE

Gallier Hall is one of the most important structures built during the Antebellum period of New Orleans. The impressive Greek Revival building was designed by James Gallier, Sr. in 1845 and served as City Hall for more than a century. From the art enclosed to the architecture itself, Gallier Hall holds hundreds of years of New Orleans history.

The interior restoration of Gallier Hall was the legacy project of the 2018 NOLA Foundation and City of New Orleans. To help tell the story of the building and the people behind its restoration, the 2018 NOLA Foundation, a commission formed by Mayor Mitch Landrieu to celebrate New Orleans' rich history, diversity, cultural traditions and resilience during the city's tricentennial year, turned to Gambel Communications for its media relations expertise.



CAMPAIGN

Gambel Communications partnered with 2018 NOLA Foundation and City of New Orleans to execute a press conference to mark the rededication of Gallier Hall. Gambel worked to position Gallier Hall as one of New Orleans' most historic, public buildings and as a landmark for New Orleans' past, present and future. As this was the 2018 NOLA Foundation's legacy project, Gambel highlighted the Foundation's diligent work of cataloging and preserving the original architecture of Gallier Hall.

To generate excitement, Gambel Communications used a mix of media and community relations to coordinate a city-wide press conference. In the weeks leading up to the press event, Gambel Communications coordinated media relations, drafted a media alert and reached out to major news stations and local reporters.

Gambel Communications coordinated with Mayor Mitch Landrieu, First Lady Cheryl Landrieu and the Senior Advisor to the Mayor on the Cultural Economy, Scott Hutcheson, as well as key donors and city officials to speak at the conference. The press conference celebrated the building's restoration and officially opened the building for public use just in time for the city's Tricentennial.

RESULT

Gambel Communications secured expansive media coverage including ongoing and day-of TV coverage with all four local news stations. Gambel also secured two feature stories on the front pages of *The New Orleans Advocate* and *The Times-Picayune*. The press conference was packed with reporters, cameras and even local New Orleans actor Bryan Batt.

As a result of Gambel Communications efforts, Gallier Hall played a huge role in the Tricentennial Celebration of New Orleans past, present and future. The 2018 NOLA Foundation's legacy project was a success. New Orleanians and visitors alike are able to enjoy its history and amenities for years to come.

