



Eric Dexter CHAIRMAN
Prescott Bailey VICE CHAIRMAN
Patrick Michaels TREASURER
Gary Jupiter SECRETARY
Joshua Hollins
Tara Titone
Philip Jordan

Whitney Hoffman Sayal EXECUTIVE DIRECTOR

August 13, 2024

FOR IMMEDIATE RELEASE

Media contacts: Whitney Hoffman Sayal, Executive Director
Downtown Development District
225-389-5520
w.hoffmansayal@brla.gov

DOWNTOWN DEVELOPMENT DISTRICT RELEASES 2024 *DEVELOPMENT TOOLKIT*

Baton Rouge, LA - The Downtown Development District has released the 2024 Development Toolkit - a document highlighting downtown's demographics, statistics, and other resources meant to meet the needs of the development and business community. The Toolkit also provides information about the DDD office, economic incentives, maps, and the process for City-Parish approvals and permits. This year's Toolkit includes data obtained from the International Downtown Association's (IDA) Downtown Value report released earlier this year. In addition, the DDD has included cellphone generated data from the software program, PlacerAI, to obtain valuable insights on movement patterns, event attendance, and the retail market.

The Toolkit utilizes current data to analyze the current economic vitality of downtown, indicating a stable environment that continues a positive trend.

- **Investment:** Over \$2.7 billion invested both from the public and private sectors since the DDD's creation in 1987.
- **Property Values:** 2.5 times higher than the parish-wide average.
- **Office:** Occupancy rates remains stable at (88%) for Class A /B/C markets due to the conversion of downtown office space to residential, both before and after the pandemic.
- **Residential:** Over \$224.6 million has been invested in residential development since 2013 and the residential population has grown 16.4%. The demand to live downtown continues to be high, marked by an occupancy rate of 90% within the Central Business District.
- **Jobs/Business:** Over 20% of citywide jobs are located downtown (approximately 31,000), contributing to the stability of the business environment; with the number of businesses at just over 650.
- **Hospitality/Tourism:** \$135 million invested since 2010 on 7 Hotels and 1176 rooms. Daily rates and occupancy rates remain higher than the parish average.
- **Quality of Place:** Downtown boasts significantly higher walk and bike scores compared to other Baton Rouge areas and 53 acres of greenspace. Over 1000 events are hosted downtown each year within the greenspaces or other major cultural attractions including the Raising Cane's River Center, public art venues, galleries, theatres, markets, and more.



Eric Dexter CHAIRMAN
Prescott Bailey VICE CHAIRMAN
Patrick Michaels TREASURER
Gary Jupiter SECRETARY
Joshua Hollins
Tara Titone
Philip Jordan

Whitney Hoffman Sayal EXECUTIVE DIRECTOR

"We are thrilled the data shows continued progress and remain committed to plan, advocate, and foster future opportunities and partnerships that accelerate downtown's growth to benefit our entire region." stated Whitney Hoffman Sayal, Executive Director of the Downtown Development District.

Downtown's successes are made possible by all the individuals supporting our cause and enabling Downtown Baton Rouge to grow and develop into a place to live, work, and play. Special thanks to the Mayor-President Sharon Weston Broome and the Metropolitan Council for their continued support of our efforts.