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FOR IMMEDIATE RELEASE

DOWNTOWN DEVELOPMENT DISTRICT RELEASES 5-YEAR STRATEGIC PLAN

Baton Rouge, LA - The Downtown Development District is thrilled to announce a pivotal moment in the evolution of Downtown Baton Rouge with the approval of our 5-Year Strategic Plan. The DDD has served as a steward of master plan implementation for downtown, including Plan Baton Rouge Phases I and II, among many other master plans. This strategic plan is a comprehensive guide for how the DDD will implement projects, partnerships, and programs to capitalize on opportunities that will continue transforming Downtown Baton Rouge into a thriving place to live, work, and play.

In the spring of 2023, the DDD engaged LaFargue consulting firm to guide the development of the strategic plan. The planning process emphasized stakeholder input and engagement, receiving over 1,400 surveys from the public throughout the capital region. The planning process also engaged several downtown stakeholders, allied organizations, and government officials. The resulting strategic plan reflects the feedback received and was organized into four main pillars:

1. Organizational Sustainability and Responsible Governance,
2. Building Up the Core: Planning, Projects, and Infrastructure,
3. Improving the Downtown Experience for All Members of our Community
4. Enhancing Communications for Transparency, Brand, Building, and Progress

In addition, it highlights the need for an urban core master plan, with a specific focus on housing and transportation, to guide the development of the district and its connection to the surrounding community.

"Downtown has a new set of opportunities and challenges that will progress us to the next level. We will continue to attract new businesses, welcome new residents, and market our unique downtown experience to visitors. In addition, we will pursue a downtown that is connected to its surrounding communities and provides economic benefits for our entire region." – Whitney Hoffman Sayal, DDD Executive Director.