

# toolkit

2024







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*Downtown Baton Rouge serves as the epicenter of commerce and culture in the Baton Rouge region and continues to see growth and opportunity in our business, residential, and tourism sectors. This Downtown Development Toolkit is rooted in data analysis and provides us with crucial insights to direct our efforts moving forward; this year, including detailed insights from cell-phone-generated AI data. Fortunately, the data presented aligns with initiatives already outlined in our 5-year strategic plan.*

*The increase in residential within the CBD continues to remain at high occupancy levels, particularly evident among young professionals and empty nesters. The tourism market also remains strong, showcasing the highest room rental and occupancy rates within the parish. The office and business market remains stable, despite post-pandemic workforce trends. Our greenspaces continue to host hundreds of events, attracting visitors from around the parish and beyond. Reinvigorated focus and new initiatives on the Riverfront and Capitol Lakes is spurring excitement among citizens and community leaders.*

*As we continue to push forward, we remain steadfast in our commitment to advocacy, fostering ambitious aspirations, and planning strategically to enhance downtown's role as a vibrant center of commerce and culture. We thank those who live, invest, work, shop, and visit downtown for making this possible and look forward to continued progress in 2024 and beyond!*

*Whitney Hoffman Sayal, AICP  
 Executive Director*





# AT A GLANCE



**24 HOUR**  
POLICE SERVICE



**8,300**  
FACEBOOK FOLLOWERS



**3,672**  
INSTAGRAM FOLLOWERS

### STRATEGIC PLAN ACCOMPLISHMENTS

- ✓ BYLAWS UPDATE
- ✓ DEVELOPMENT PROJECT DIRECTOR HIRED
- ✓ DESIGN & MARKETING COORDINATOR HIRED
- ✓ NEWSLETTER CONTENT UPDATED
- ✓ 24 HOUR POLICE SERVICE
- ✓ MARKETING/MYTH BUSTERS
- ✓ THIRD STREET LED LIGHTING UPGRADE
- ✓ ALLIED PARTNER ENGAGEMENT

**\$135 MILLION**  
HOTEL INVESTMENT SINCE 2010

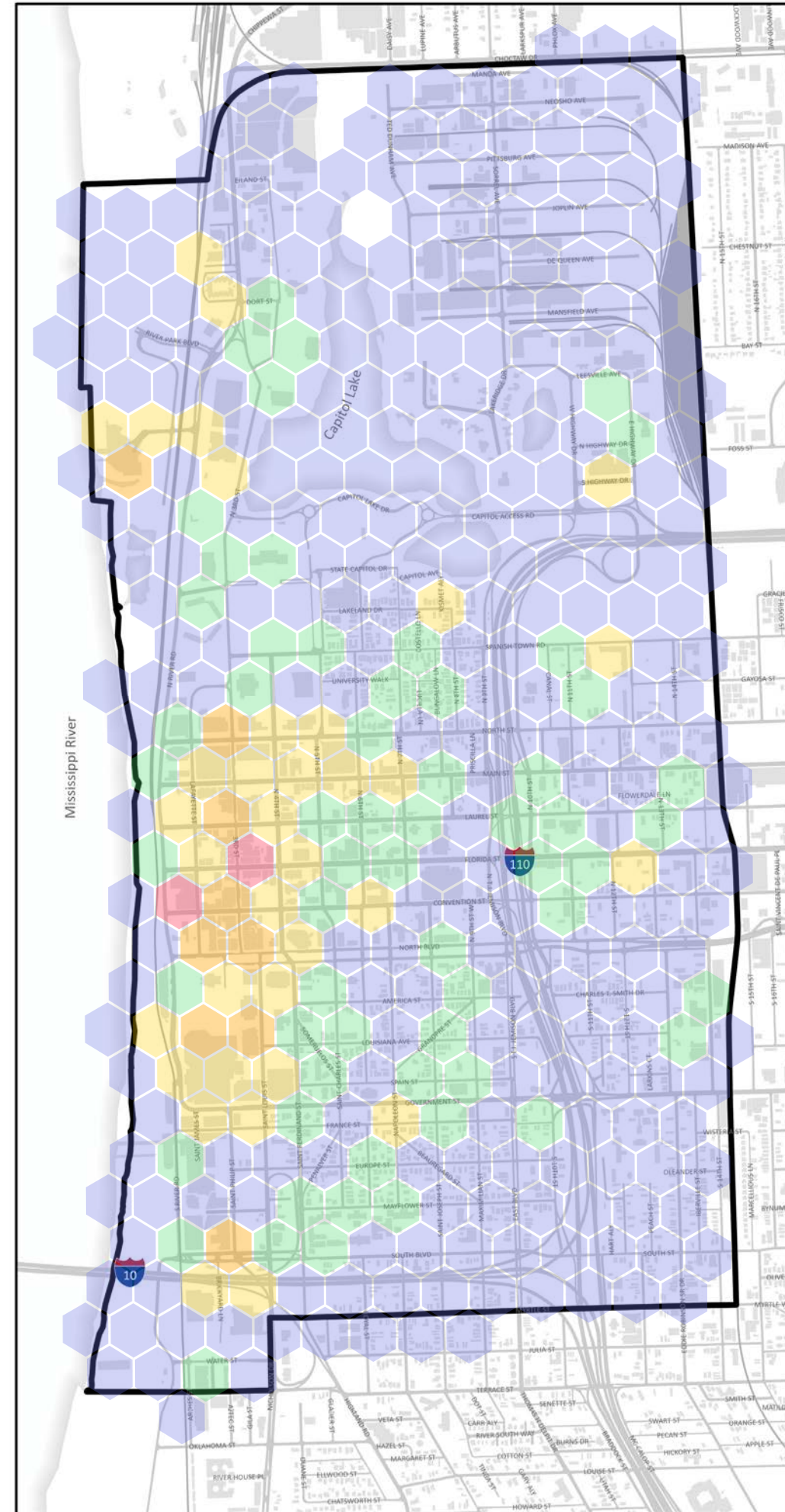
**16.4% GROWTH**  
IN RESIDENTIAL POPULATION 2012-2021  
(COMPARED TO 1.6% DECLINE IN CITY)

**88 PERCENT**  
OFFICE OCCUPANCY

**90 PERCENT**  
CBD RESIDENTIAL OCCUPANCY

**1,000+ EVENTS**  
HOSTED PER YEAR

**130,000 VISITORS**  
AT SPANISH TOWN MARDI GRAS PARADE,  
THE HIGHEST-ATTENDED EVENT OF 2024



## NUMBER OF VISITS

- 202,351-309,665
- 118,659-202,351
- 55,064-118,659
- 16,715-55,064
- <16,715

This heat map depicts how often downtown areas were visited from October 1, 2023 to March 31, 2024. The areas that received the highest number of visitors were around the **Hilton** and **Courtyard** hotels. Events in the **River Center** and **Central Green** areas also brought in a lot of visitors.

This data was gathered from a new software called PlacerAI, which uses cell phone data and is used to gain valuable information on downtown visitation. The DDD has used this data to determine which areas, events, and times attract visitors most. This software is also used to analyze retail needs and opportunities.



SCALE: 1:20000





# INVESTMENT

**\$2.7 BILLION**

TOTAL INVESTMENT SINCE DDD CREATION IN 1987

**\$1.7 BILLION**

INVESTED SINCE 2010

COMPLETED: \$1.6 BILLION    IN PLANNING: \$1 BILLION

Downtown Baton Rouge serves an important role as a regional economic and cultural center; a series of recently completed projects have fueled growth by generating excitement and activity, bringing more people downtown.

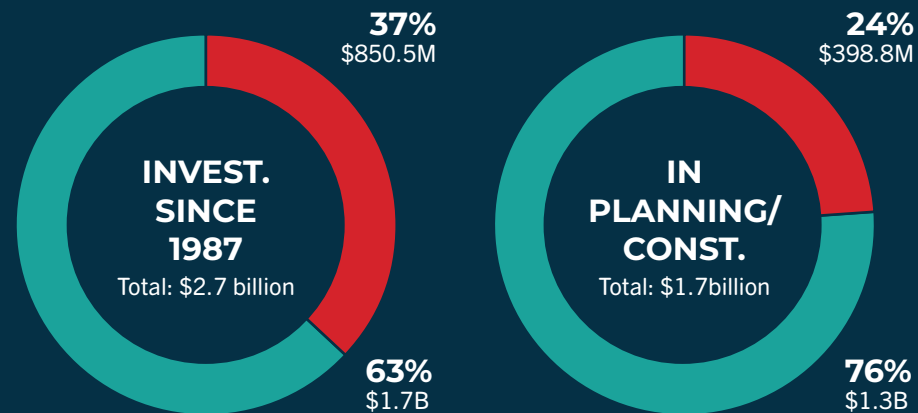
DOWNTOWN PROPERTY VALUES ARE

**2.5X HIGHER**

THAN THE PARISH-WIDE AVERAGE

Public Projects    Private Projects

Source: Downtown Development District project estimate totals.  
\*Total investment figure includes completed projects and anticipated costs of projects in planning or under construction.



	CBD	DDD	CITY	PARISH
<b>LAND &amp; VALUE ASSESSMENT</b>				
ASSESSED VALUE	\$49.8M	\$98.2M	\$2,699M	\$6,554M
EST. MARKET VALUE	\$1.25B	\$710.3M	\$19,731M	\$48,584M
AREA IN SQUARE MILES	0.2	2.2	253	624
EST. MARKET VALUE / SQUARE MILE	-	\$177.6M	\$77.9M	\$77.8M

Source: EBR Parish Assessor's Office  
\*CBD is defined as the area between North St, I-110, North Blvd, & River Rd



## MAJOR DEVELOPMENT PROJECTS IN DECADES SINCE 2000

\*Investments Over ~\$10M & Greenspaces

### PROJECT DATES

- 2000-2009
- 2010-2019
- 2020-ongoing

### RESIDENTIAL

- 1) Elysian I, II, & III (2014, 2019, & 2021)
- 2) Rivermark Center I & II (2022)
- 3) The Heron Downtown I & II (2019 & ongoing)
- 4) Spanishtown Condominiums (ongoing)
- 38) Valencia Park

### OFFICE

- 5) Il City Plaza (2009)
- 6) LA State Licensing Board for Contractors (2013)
- 7) LA Association of Business & Industry (2020)
- 8) Cary Saurage Center for the Arts (2021)

### MIXED-USE

- 9) Shaw Center for Performing Arts (2005)
- 10) 440 on Third (2015)
- 11) IBM / 525 Lafayette Restaurant (2015 / 2016)
- 12) Commerce Building (2016)
- 13) Spencer Calahan Offices (2019)
- 14) 263 Third Street (2023)

### HOTEL

- 15) Hilton Hotel (2006)
- 16) Hotel Indigo (2011)
- 17) Hampton Inn & Suites (2013)

- 18) Watermark Baton Rouge (2016)
- 19) Courtyard by Marriott (2018)
- 20) The Origin Hotel (2024)

### GREENSPACE

- 21) Downtown Greenway- North Blvd & TJ Jemison (2016)
- 22) Rhorer Plaza (City Hall Plaza) (2018)
- 23) Repentance Park (2013-2018)
- 24) Riverfront Plaza (2019)
- 25) North Blvd Town Square Phase I & II (2012 & 2019)
- 26) Downtown Greenway- Louisiana Connector (2023)

### OTHER

- 27) LASM Planetarium & Space Theater (2003)
- 28) 19th Judicial Courthouse (2010)
- 29) Water Campus (2016)
- 30) Rotary Centennial Sculpture (2019)
- 31) Raising Cane's River Center Theater (2019)
- 32) River Center Library (2019)
- 33) Hotel Lincoln (2020)
- 34) Belle of Baton Rouge (ongoing)
- 35) River Center Improvements (ongoing)
- 36) Hollywood/Queen Casino Improvements (ongoing)
- 37) Lincoln Theatre (ongoing)





# BUSINESS

Source: EBR Parish Finance Office, Placer.ai, LEHD On the Map (tracts 22, 51, 52, & 53)



Source: LEHD On the Map (tracts 22, 51, 52, & 53), DDD Retail Survey

**657 BUSINESSES**  
IN DOWNTOWN AREA

**20 PERCENT**  
OF CITYWIDE JOBS

Downtown Baton Rouge's commercial activity remains stable with a total of 657 businesses concentrated in the service industry. State and local employees make up the majority of the daily customer base for downtown businesses, supplemented by 25,000 daily visitors generating over \$110 million in annual taxable sales.

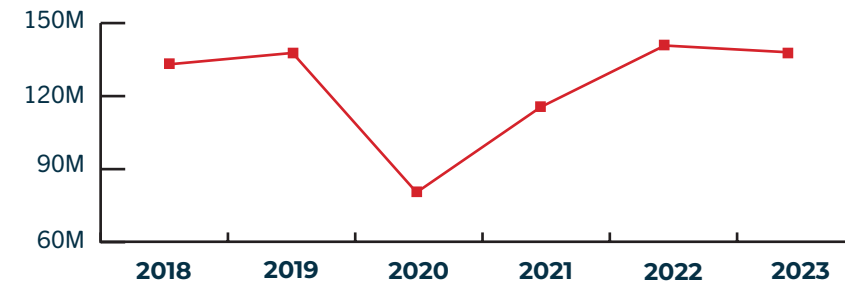
**19% GROWTH**

IN PRIVATE JOBS, 2013-2020 (COMPARED TO 8% DECLINE IN CITY)

**15% GROWTH**

IN PRIMARY JOBS, 2013-2020 (COMPARED TO 6% DECLINE IN CITY)

### TOTAL TAXABLE INCOME



### WHAT 500 SURVEY RESPONDENTS WANT DOWNTOWN:

- FINE DINING RESTAURANT
- INTERNATIONAL CUISINE
- BAKERY
- CLOTHING STORE
- HEALTHY RESTAURANT
- ICE CREAM/FROZEN YOGURT
- FAMILY ENTERTAINMENT
- AFTER-HOUR DINING OPTIONS

**31,172**  
DAILY WORKERS

### GENDER

51.3%  
FEMALE



49.7%  
MALE

### TOP INDUSTRIES DOWNTOWN



PUBLIC ADMINISTRATION- 33.9%

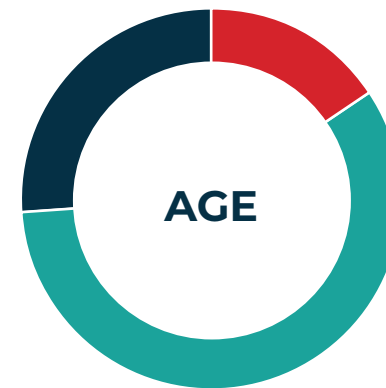
PROFESSIONAL, SCIENTIFIC, TECHNICAL, & EDUCATIONAL SERVICES- 18.9%

CONSTRUCTION- 7.4%

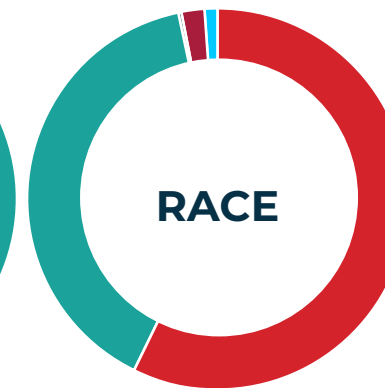
TRANSPORTATION / WAREHOUSING- 6.9%

INFORMATION- 6.2%

OTHER- 26.7%



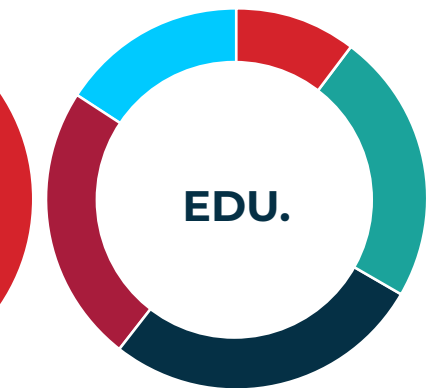
15.7% UNDER 29  
58.2% AGE 30-54  
26.1% OVER 55



57.4% WHITE  
39.2% BLACK OR AFRICAN AMERICAN  
0.3% AMER. INDIAN OR ALASKA NATIVE  
2.1% ASIAN  
1% TWO OR MORE RACE GROUPS



57.4% UNDER \$1,250 PER MONTH  
39.2% \$1,252-\$3,333 PER MONTH  
3.4% OVER \$3,333 PER MONTH



10.3% LESS THAN HIGH SCHOOL  
23.2% HIGH SCHOOL DIPLOMA  
27.2% SOME COLLEGE  
23.6% BACHELORS DEGREE OR HIGHER  
15.7% ATTAINMENT NOT AVAILABLE





Source: 2024 Greater Baton Rouge Association of Realtors Trends Report, Visit Baton Rouge

# \$9.91-34.00 PSF

## OFFICE BUILDING SALES

# 88 PERCENT

## OCCUPANCY RATE

# 1,343,970 SF

CLASS A INVENTORY (86.92% OCCUPANCY)

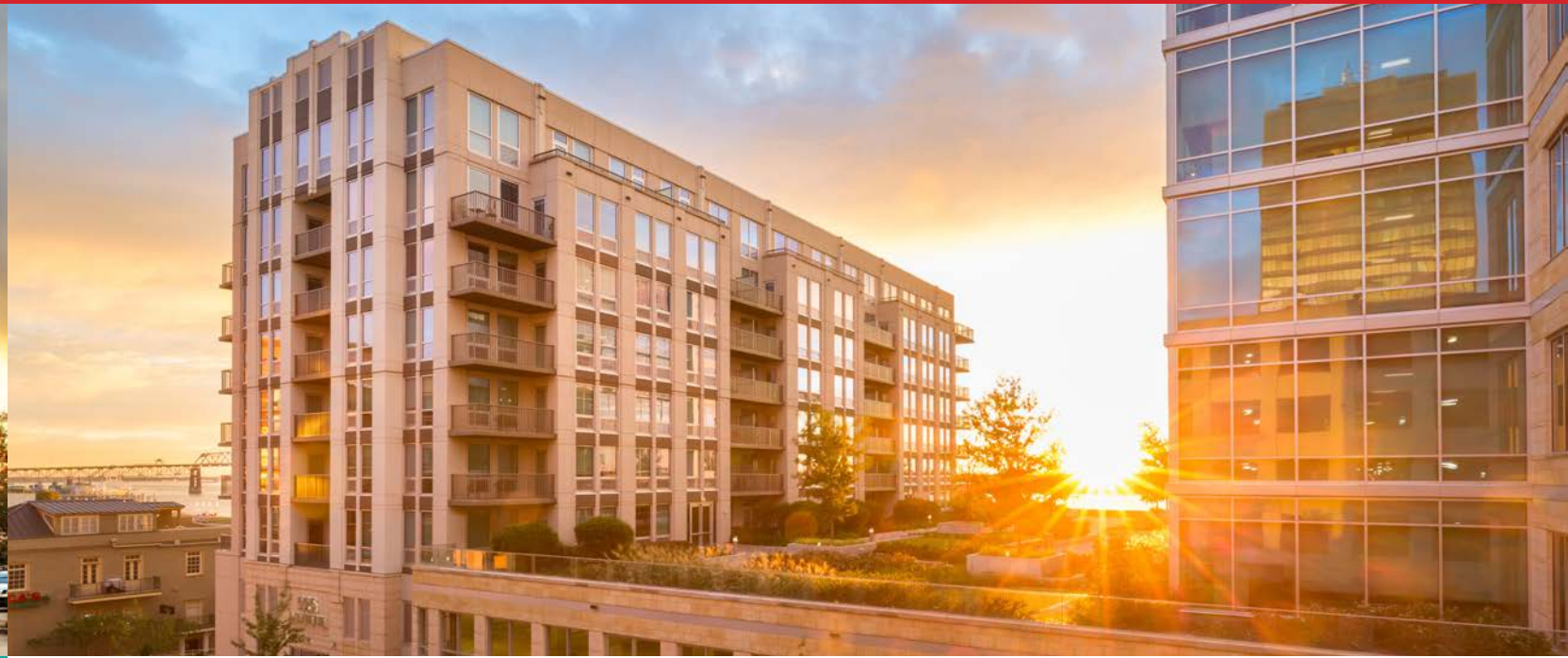
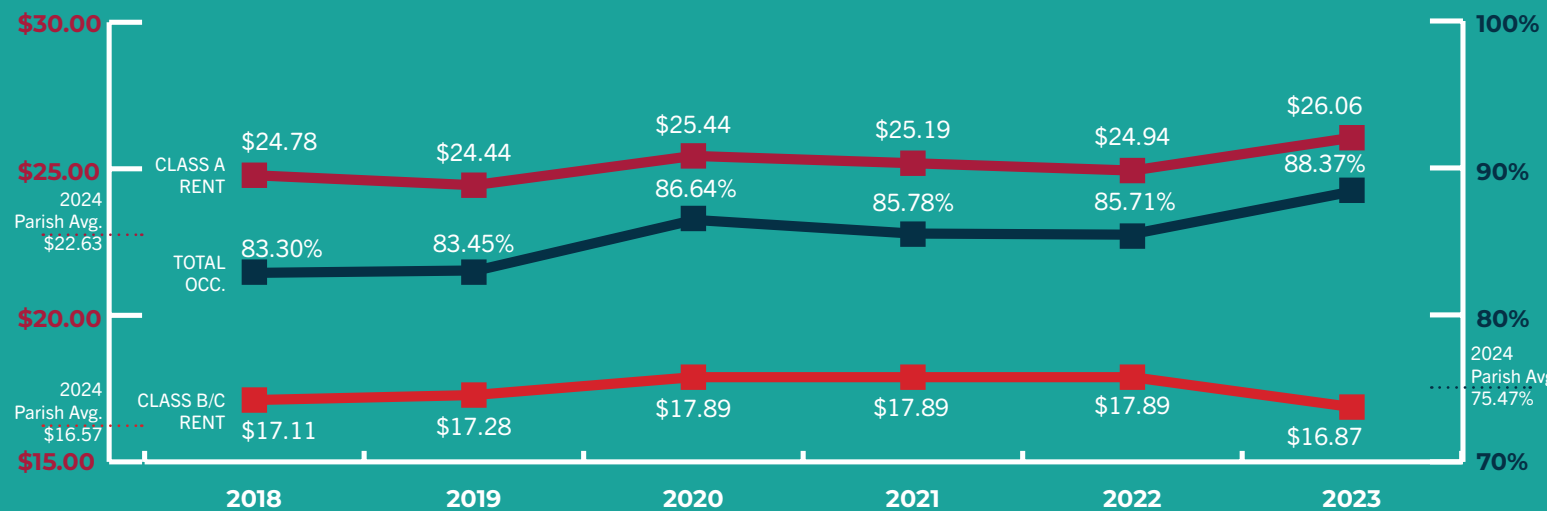
# 346,432 SF

CLASS B/C INVENTORY (94% OCCUPANCY)

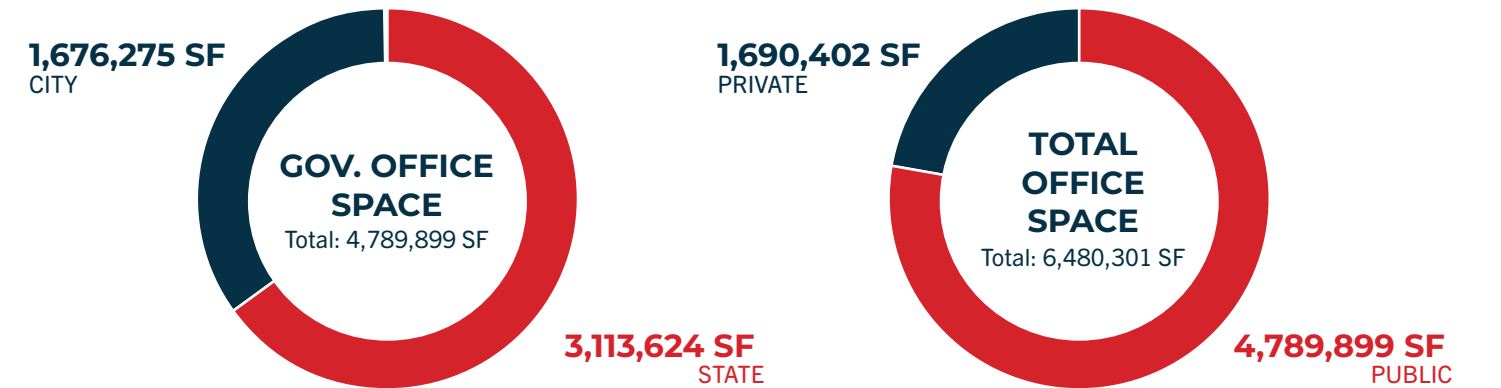
Class A occupancy and PSF rose from 2023-2024, while rental rates in Class B/C slightly fell. The conversion of II Rivermark Centre, formerly known as Chase South Tower, decreased the overall office inventory and added to residential availability.

The downtown office space square footage is heavily comprised by the public sector. Both the City of Baton Rouge and State of Louisiana are headquartered in downtown Baton Rouge.

### OFFICE RENTAL & OCCUPANCY RATES



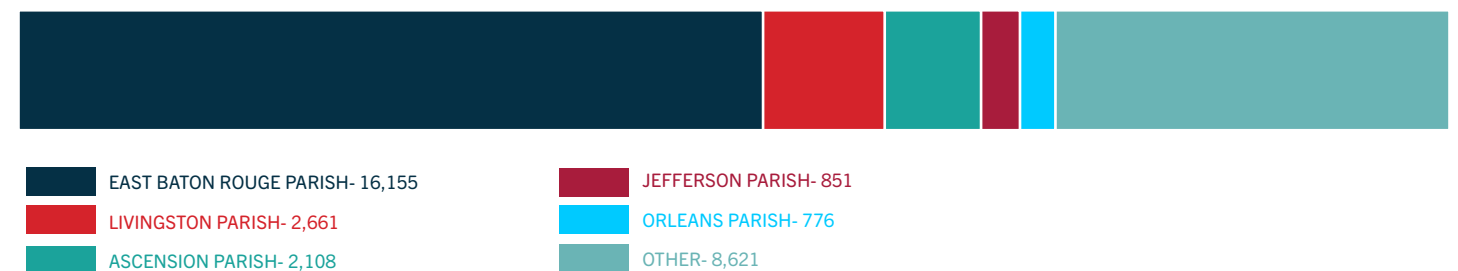
Source: LEHD On the Map (tracts 22, 51, 52, & 53)



### KNOWLEDGE IND. GROWTH, 2010-2020

	Finance, Insurance, Real Estate, Rental, & Leasing	Management of Companies & Enterprises	Professional, Scientific, & Technical Services	Information	Health Care & Social Assistance	Total Knowledge Job Change
Downtown	6%	236%	44%	208%	-41%	26%
City	-18%	50%	9%	71%	-12%	-3%
Parish	-10%	12%	13%	17%	16%	10%

### TOP WORKER HOME DESTINATIONS







# RESIDENTIAL

Source: US Census, DDD Strategic Plan & Residential Surveys (conducted via email/phone)

**\$224.6 MILLION**  
RESIDENTIAL INVEST. SINCE 2013

**16.4% GROWTH**  
IN RESIDENTIAL POPULATION 2012-2021  
(COMPARED TO 1.6% DECLINE IN CITY)

Downtown boasts a 16.4% residential population growth over ten years and survey respondents indicate a strong desire for more housing. This increase in demand is attributed to an energetic and convenient urban lifestyle desired by young professionals and retirees. Recently completed II Rivermark Centre brings 150 additional units downtown and plans are underway with an additional 142 units at 617 North Boulevard.

**75 PERCENT**

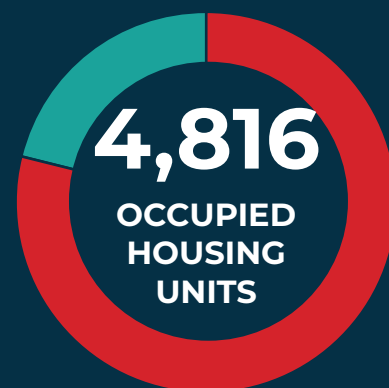
OF RESIDENTIAL RESPONDANTS WANT MORE DOWNTOWN HOUSING

**40 PERCENT**

OF WORKER RESPONDANTS WANT TO LIVE DOWNTOWN

## DOWNTOWN NEIGHBORHOODS

The Downtown Development District is comprised of unique, architecturally vibrant neighborhoods. **Historic Spanish Town and Historic Beauregard Town**, the oldest Baton Rouge neighborhoods, are comprised primarily of single family housing. **Downtown East and the Central Business District** have seen a surge of multi-family developments. Development interest in **South Baton Rouge and the Capitol Area** has also increased.



79% RENTER OCCUPIED  
21% OWNER OCCUPIED



Source: US Census

**10,509 RESIDENTS**  
TOTAL DOWNTOWN POPULATION

**90 PERCENT**  
CBD RESIDENTIAL OCCUPANCY  
AS OF JULY 2024

### GENDER

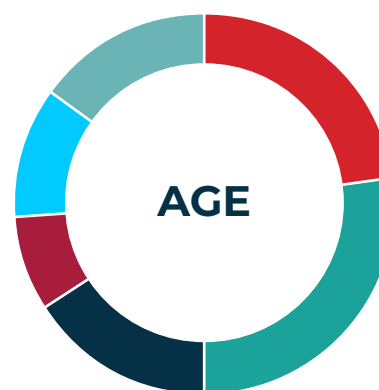


### MARITAL STATUS

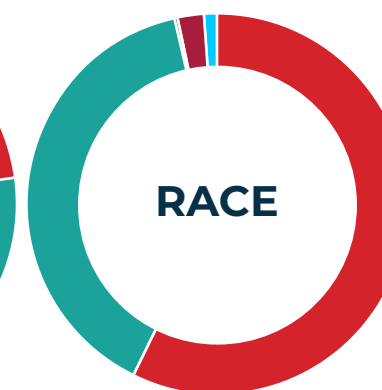


### HOUSEHOLD SIZE

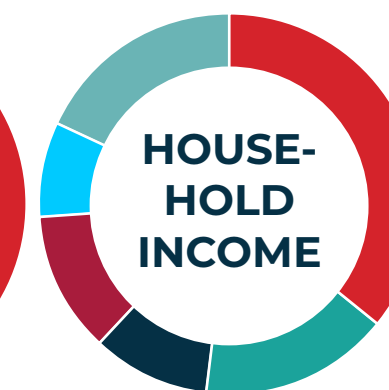
**2.26**



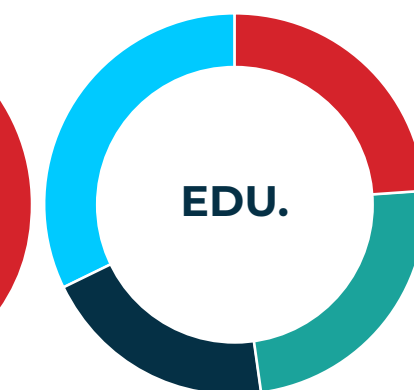
23% UNDER 19  
27% 20-34  
16% 35-44  
8% 45-54  
11% 55-64  
15% OVER 65



57.4% WHITE  
39.2% BLACK OR AFRICAN AMERICAN  
0.3% AMER. INDIAN OR ALASKA NATIVE  
2.1% ASIAN  
1% TWO OR MORE RACE GROUPS



36% UNDER \$14,999  
16% \$15,000-\$24,999  
10% \$25,000-\$34,999  
12% \$35,000-\$49,000  
8% \$50,000-\$74,999  
18% OVER \$75,000



24% LESS THAN HIGH SCHOOL  
24% HIGH SCHOOL DIPLOMA  
20% SOME COLLEGE  
32% BACHELOR'S DEGREE OR HIGHER





# HOSPITALITY + TOURISM

Source: Visit Baton Rouge, DDD phone/email communication

Source: Visit Baton Rouge, DDD Placer.ai

**\$135 MILLION**  
HOTEL INVEST. SINCE 2010

**7 HOTELS**  
WITHIN WALKING DISTANCE TO  
CONVENTION CENTER

Downtown has seven hotels and 1176 rooms within walking distance to the River Center. Visitors are attracted to downtown's walkability, area attractions, and nearby amenities. Downtown's hotel occupancy and RevPAR numbers remain higher than the overall hotel market in East Baton Rouge.

## DOWNTOWN AREA HOTELS

HAMPTON INN & SUITES	137 ROOMS
HILTON BATON ROUGE CAPITOL CENTER	290 ROOMS
ORIGIN HOTEL	89 ROOMS
BELLE OF BATON ROUGE CASINO HOTEL	137 ROOMS
HOTEL INDIGO BATON ROUGE DOWNTOWN	93 ROOMS
WATERMARK HOTEL	144 ROOMS
COURTYARD MARRIOTT	135 ROOMS

**\$151.59**

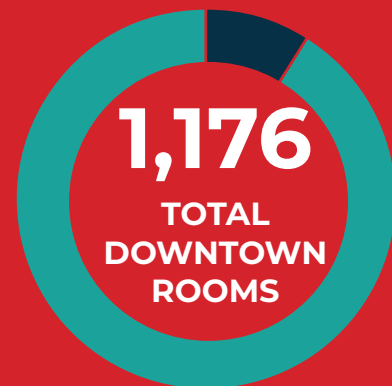
AVG. DAILY RATE (COMPARED TO \$106.35 PARISH AVERAGE)

**68.4 PERCENT**

AVERAGE OCCUPANCY RATE (COMPARED TO 58.3% PARISH AVERAGE)

**MARCH**

MOST POPULAR MONTH



9% DOWNTOWN ROOM SHARE  
91% METROPOLITAN STATISTICAL AREA (MSA)

**171 DOCKINGS + 17,096 VISITORS**  
VISITORS BROUGHT BY RIVERBOAT DOCKINGS IN 2023

**731K MONTHLY**  
VISITORS AVERAGE, OCT 2023-MAR 2024

**25K DAILY**  
VISITORS AVERAGE, OCT 2023-MAR 2024

ATTRACTION ATTENDANCE	2017	2018	2019	2020	2021	2022	2023
Raising Cane's River Center	355,354	303,533	308,869	84,526	174,735	293,740	332,327
Louisiana Arts & Science Museum	178,910	171,858	174,642	41,139	*18,147	*47,998	*49,270
USS KIDD	59,537	44,290	47,403	19,012	32,369	40,145	38,626
Old State Capitol	60,000	60,000	53,101	22,000	25,000	42,000	43,000
LSU Museum of Art	24,000	24,350	22,937	*NA	15,907	21,485	21,743
Capitol Park Museum	67,373	77,026	74,402	*NA	**23320	**34229	82,143
State Capitol Building	66,850	77,486	73,886	8,779	6,875	28,506	NA
Manship Theatre	26,54	29,000	48,686	*NA	24,025	35,410	36,007

All downtown attractions not included  
\* 2020 Data not included due to pandemic  
\* Prior to 2020, LASM tracked "program participants", who may attend multiple programs at the museum on the same day, rather than individual visitors. Now, LASM tracks individual visitors rather than "program participants."





# GREENSPACE

**17 PARKS**



AND NATURAL AREAS

**53 ACRES**



OF OPEN SPACE

Downtown Baton Rouge has worked to connect numerous civic and cultural institutions near the River Center and City Hall campuses through a unified system of greenspaces known collectively as the Central Green. This area has been host to over 250 annual events including the popular Live After Five Series as well as small informal gatherings on the lush greenspaces. For more information about the outdoor event spaces and/or to hold an event, please contact the Downtown Development District office.

**>\$400M**  
TOTAL GREENSPACE INVESTMENT

**1998**  
Capitol Park  
\$294,500,000

**2011**  
AZ Young Park  
\$2,000,000

**2012**  
Galvez Plaza  
\$2,000,000

**2012**  
Convention St. Park  
\$250,000



**2012-2019**  
North Blvd Town Square  
\$10,300,000

**2019**  
Riverfront Plaza  
\$800,000

**2019**  
14th St. Park  
\$130,000



## CENTRAL GREEN MAP

Source: Walk Score (2023)

### MOBILITY SCORES

Downtown  
Baton Rouge

### WALK

79  
39

### BIKE

66  
44

### MOBILITY OPTIONS

Bikeshare Stations  
Bikes  
Transit Stops

### WALK

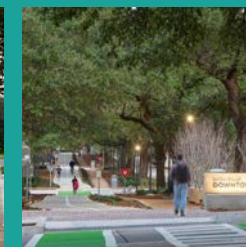
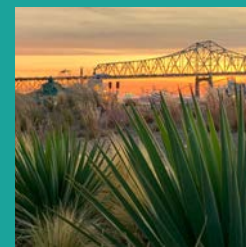
16  
80  
33

**2015**  
Yazoo Plaza  
\$200,000

**2016**  
Spanish Town Park  
\$255,000

**2018**  
Rhorer Plaza  
\$4,900,000

**2013-2018**  
Repentance Park  
\$3,190,000



**2020**  
Mestrovic Plaza  
\$2,000,000

**1990-Now**  
Levee/Riverfront  
\$662,293,199

**2012-Now**  
Downtown Greenway  
\$16,807,750





# ARTS +

# CULTURE

Source: DDD

Source: DDD

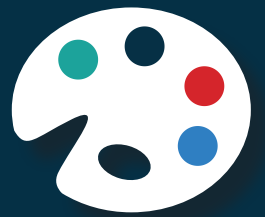
**44 PUBLIC ART INSTALLATIONS**

**11 ART VENUES**  
THEATERS & LARGER VENUES



**65 FOOD SPOTS**  
RESTAURANTS, BARS, & CAFES

Downtown Baton Rouge has a premier art scene, with several public art installations, venues, galleries, and events. The Shaw Center for Performing Arts is located in the heart of the Arts and Entertainment District and features the LSU Museum of Modern Art and the Manship Theatre - Baton Rouge's premier non-profit 325-seat theatre for theatre, film, music, dance, and performing arts. Downtown also recently welcomed the Cary Saurage Community Art Center, adding an additional hot spot for all things art.



**20 CULTURAL ATTRACTIONS**  
MUSEUMS, MONUMENTS, GALLERIES, & ART MARKETS

**27 HISTORIC MARKERS**

**14 RELIGIOUS INSTITUTES**

**25 SCHOOLS IN 2MI RADIUS OF DOWNTOWN**

**9 SCHOOLS IN DOWNTOWN AREA**

**3 COLLEGE CAMPUSES- LSU, SOUTHERN, BRCC**

**2 LIBRARIES DOWNTOWN**



## CARY SAURAGE COMMUNITY ARTS CENTER

The Cary Saurage Community Arts Center hosts over 484 unique events including podcasts, gallery openings, weddings, dance events, pottery classes, jazz concerts and more.



## FOOD FESTIVALS

Food is culture in Baton Rouge! Downtown is host to a variety of food festival such as Red Beans and Rice Festival, Jambalaya Jam, and "Night Market, an Asian food festival".





# EVENTS +

Source: DDD and Placer AI

**1000+ EVENTS**  
TOTAL EVENTS DOWNTOWN

**130,000 VISITORS**  
SPANISH TOWN MARDI GRAS PARADE:  
HIGHEST-ATTENDED EVENT OF 2024

With over 1,000 events taking place in the downtown area on an annual basis, bringing more than 700,000 monthly visitors, downtown is the premier place to host an event in the city. Events have been and continue to be a major economic driver of downtown development; a perfect synergistic relationship between businesses, attractions, and guests.

**10,000+ ATTENDANCE**  
NEWCOMER: NIGHT MARKET

**52 FARMERS MARKETS**  
BREADA Redstick Farmers Market

## TOP PUBLIC EVENT ATTENDANCE

- MARDI GRAS PARADES 300,000+
- BATON ROUGE BLUES FESTIVAL 125,000+
- LIVE AFTER FIVE CONCERT SERIES 60,000+
- 4TH OF JULY FIREWORKS CELEBRATION 30,000+
- LOUISIANA MARATHON 20,000+
- 225 FEST 20,000+
- FESTIVAL OF LIGHTS 10,000+
- NIGHT MARKET (Newcomer Event) 10,000+



# RIVER CENTER

Source: Visit Baton Rouge, Raising Cane's River Center, SMG  
Numbers do not include all private event sales

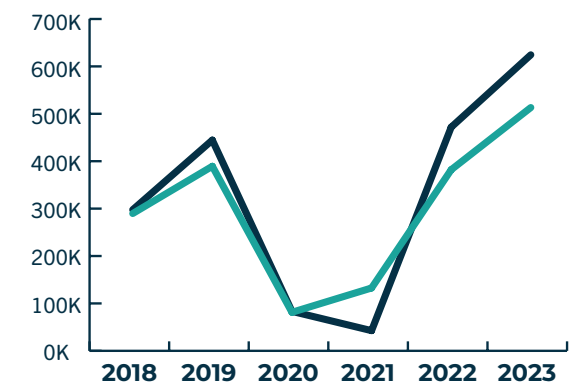
**\$8.1 MILLION**

ECONOMIC IMPACT INAUGURAL HOCKEY SEASON

## TOP 5 EVENTS

- BATON ROUGE ZYDECO INAUGURAL HOCKEY SEASON
- LAUREN DAIGLE
- HARDY & LAINEY WILSON
- KOE WETZEL
- SUMMER BLOCK PARTY W/ JODECI, SWV, & DRU HILL

## COLLECTED TAXES



## ATTENDANCE BY VENUE

	2018	2019	2020	2021	2022	2023
ARENA	145,779	151,160	52,270	95,861	139,602	180,131
EXHIBITION HALL	88,549	117,438	23,353	30,035	68,880	59,080
THEATER	52,971	NA	NA	NA	65,826	74,165
BALLROOM	17,837	36,630	8,703	47,531	15,828	13,246
MEETING ROOMS	1,397	3,641	200	1,308	3,604	5,705
TOTALS	306,533	308,869	84,526	174,735	293,740	332,327

## EVENTS BY VENUE

	2018	2019	2020	2021	2022	2023
ARENA	135	113	119	89	158	160
EXHIBITION HALL	59	74	18	13	46	25
THEATER	64	NA	NA	NA	83	54
BALLROOM	30	55	17	68	18	16
MEETING ROOMS	5	14	1	6	40	8
TOTALS	293	256	155	176	345	263





# SAFETY + PARKING

**24-HOUR**  
POLICE SERVICE

Safety and security are a high priority in the downtown area, patrolled primarily by the Baton Rouge Police Department (BRPD) 5th District officers. 24-Hour police presence began in 2023 in response to the growing residential population and the popularity of downtown's night-life activities. The Downtown Development District and BRPD 5th District meet regularly to ensure downtown remains one of the safest areas in Baton Rouge.

**23 OFFICERS**  
DEDICATED TO SERVING DOWNTOWN

**<2 PERCENT**  
OF THE CITY'S VIOLENT CRIMES OCCUR  
DOWNTOWN

**8,089 SPACES**  
TO PARK DOWNTOWN

There are several downtown parking options including parking garages, surface parking lots, and street parking. Digital parking kiosks have replaced the coin meters; drivers will need a license plate number and credit card/smartphone to pay. Residents, visitors, and workers are encouraged to check out the [www.downtownbatonrouge.org/get-around/parking](http://www.downtownbatonrouge.org/get-around/parking) to discover their best parking option and plan ahead for events. If needed, we are happy to assist!

**3,828 PUBLIC OFF-STREET**  
**3,706 PRIVATE OFF-STREET**  
**555 ON-STREET**  
**11 GARAGES**



**THIRD STREET**  
**LED LIGHTING**  
UPDATED IN 2023



**19 SECURITY**  
**CAMERAS**  
FOUR-HEADED FOR OMNIDIRECTIONAL VIEWS

**METERED**  
**ON-STREET**  
**PARKING**

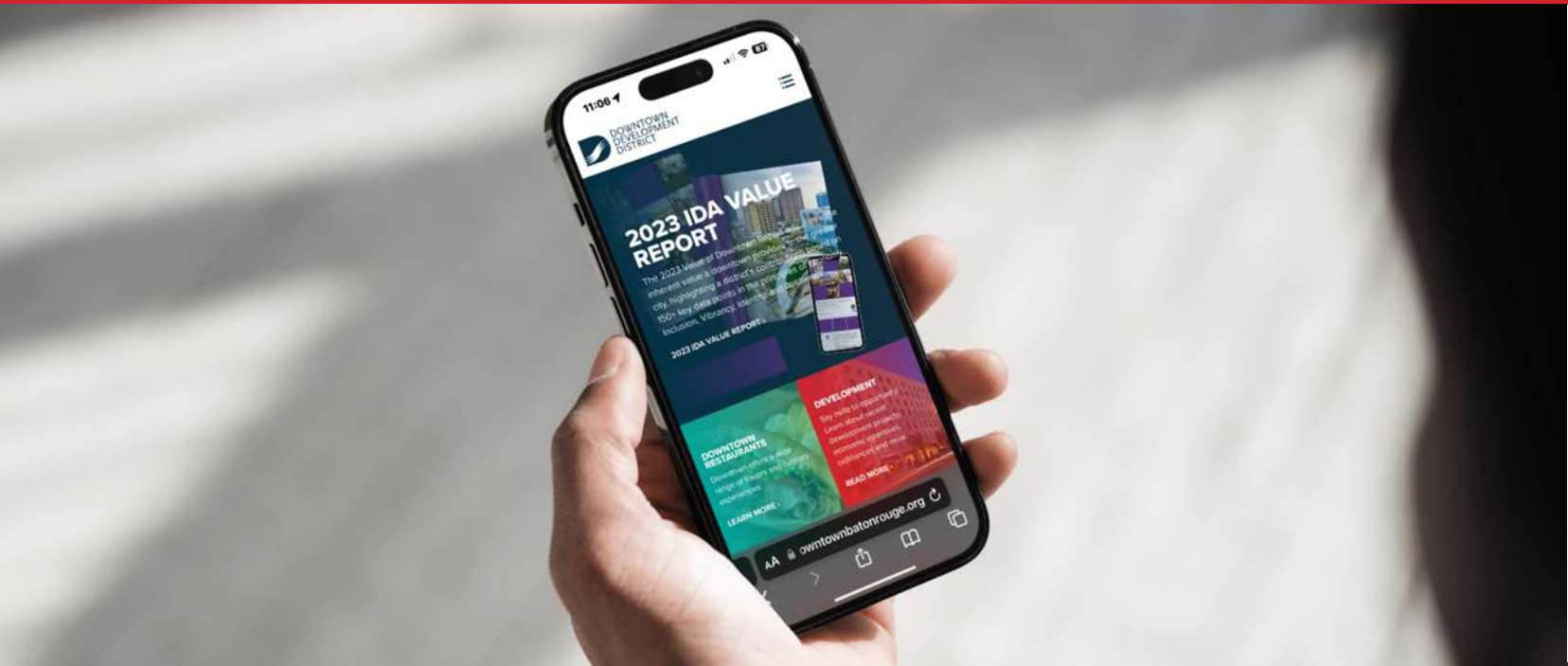


**ENFORCED 8AM-6PM MON-FRI**  
**FREE AFTER 6PM, WEEKENDS, AND HOLIDAYS.**  
**COST \$0.25 PER 15 MINUTES / 2 HOUR MAXIMUM**



SCAN FOR  
ALL PARKING  
RESOURCES





# MARKETING



## 90,568

TOTAL IMPRESSIONS



## 8,300

FACEBOOK FOLLOWERS



## 3,672

INSTAGRAM FOLLOWERS



## 308

LINKEDIN FOLLOWERS



## 138

NEWS ROOM ARTICLES



The DDD has a Design and Marketing Coordinator to leverage data and communications to increase positive perceptions of Downtown and establish a brand that appeals to the community and potential investors in Downtown Baton Rouge.

### DDD NEWS ROOM

The DDD News Room is the go-to source for news on Downtown development projects and new businesses. These articles keep the community informed and engaged with the dynamic changes and growth within the district. Additionally, the News Room features the monthly blog "Downtown Breakdown," authored by DDD Executive Director Whitney Hoffman Sayal. These blogs break down data from various reports, studies, and surveys for a digestible 5 minute read.

## DDD WEEKLY NEWSLETTER

The DDD weekly newsletter, which includes downtown events, development news, meeting agendas, and more, has greatly contributed to our marketing tactics within our strategic plan. This valuable resource has driven significant growth across our digital platforms, highlighting its effectiveness in engaging our audience and promoting our initiatives. The newsletter's success in maintaining our audience's interest underscores its value to our overall strategy and allows people to stay connected with the pulse of our vibrant downtown.



## 95

TOTAL MARKETING EMAILS SENT:  
JUNE '23 - JUNE '24



SCAN TO SUBSCRIBE

### DDD WEEKLY NEWSLETTER SUBSCRIBERS

## 3,016

JANUARY 2023

## 3,516

CURRENT







# RESOURCES

A wide range of federal, state, and local economic incentives are available for downtown development. The DDD staff keeps a finger on the pulse of all economic incentives to provide this much needed information to new businesses and developers. For more information, contact the DDD office at [ddd@brla.gov](mailto:ddd@brla.gov) or 225-389-5520.

## 5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

## ENTERPRISE ZONE TAX CREDIT

## NEW MARKET TAX CREDITS (NMTC)

## DIGITAL MEDIA & SOFTWARE INCENTIVE PROGRAM

## FEDERAL HISTORIC REHABILITATION TAX CREDIT

## STATE COMMERCIAL HISTORIC TAX CREDITS

## SMALL BUSINESS ADMINISTRATION HUB ZONES

## OPPORTUNITY ZONES

## DOWNTOWN CULTURAL DISTRICT

## TAX INCREMENT FINANCING (TIF)

## STATE BUSINESS INCENTIVES - BUSINESSES OF ALL SIZES

LED FASTSTART  
Enterprise Zone  
Angel Investor Tax Credit  
Industrial Tax Exemption  
Research & Development Tax Credit  
Sound Recording Investor Tax Credit  
Digital Interactive Media and Software Program  
Entertainment Job Creation Program  
Live Performance Production Program  
Music Job Creation Program  
Sound Recording Program  
Restoration Tax Abatement



## SCAN FOR MORE DETAILS

## STATE SMALL BUSINESS SPECIAL PROGRAMS

Bonding Assistance Program  
Mentor-Protégé Program  
Small and Emerging Business Development Program  
State Small Business Credit Initiative  
Step Grant  
Veteran Initiative  
Rural Entrepreneurship Initiative  
CEO Roundtables  
Strategic Research  
Hudson Initiative  
Louisiana Contractors Accreditation Institute  
Louisiana Veterans First Business Initiative

For additional information  
contact Louisiana Economic Development 225.342.3000

## DEVELOPMENT PARTNERS & CONTACTS

Downtown Development District  
389-5520  
[www.downtownbatonrouge.org](http://www.downtownbatonrouge.org)

East Baton Rouge City-Parish: General Information  
389-3000  
<http://brla.gov/>

Department of Public Works: Requesting Service/Information  
Dial 3-1-1 or 389-3090  
<http://311.brla.gov>

Department of Public Works: Traffic & Engineering  
(Road Closures)  
389-3246  
<https://www.brla.gov/282/Traffic-Engineering>

Department of Public Works: Permit & Inspection  
389-3205  
<https://www.brla.gov/458/Permits-Inspections>

Department of Public Works: Maintenance  
389-3158  
<https://www.brla.gov/416/Maintenance>

Police Department  
389-2000  
<https://www.brla.gov/203/Police-Department>

Planning Commission & Historic Preservation  
389-3144  
<https://www.brla.gov/648/Planning-Commission>

Assessor's Office  
389-3920  
<http://ebrpa.org/>

Neighborhood Revitalization  
389-8680  
<https://www.brla.gov/664/Office-of-Neighborhoods>

Entergy  
Report an Emergency: 1-800-968-8243  
Report an Outage or Get Status: Text OUT to 368374

Baton Rouge Water  
925-2011  
<http://www.batonrougewater.com/>

Recreation and Park Commission (BREC)  
272-9200  
<http://www.brec.org/>

Recycling Office/Environmental Services  
389-4865  
<https://www.brla.gov/890/Recycling-Office>

One Stop Homeless Service Center  
153 North 17th Street  
388-5800

Visit Baton Rouge  
383-1825  
<https://www.visitbatonrouge.com/>

East Baton Rouge Parish School System  
922-5400  
[www.ebrschools.org](http://www.ebrschools.org)

Library Information Service  
231-3750 (Main Library)  
<http://www.ebrpl.com/>

Baton Rouge Film Commission  
382-3562  
<http://www.filmbatonrouge.com/>

Downtown Cultural District and Impact Fee Waivers  
Downtown Development District (DDD)  
389-5520  
[www.downtownbatonrouge.org](http://www.downtownbatonrouge.org)

Baton Rouge Economic and Business Development  
Baton Rouge Area Chamber  
381-7125  
<http://www.brac.org/>

Baton Rouge Projects, Initiatives, and Research  
Baton Rouge Area Foundation  
387-6126  
<http://www.braf.org/>

City-Parish Business, Housing, and Economic Development Incentives & Programs  
Build Baton Rouge - The Redevelopment Authority of EBR Parish  
387-5606  
<https://buildbatonrouge.org/>

State Housing, Disaster Recovery, and Community Development Programs  
Louisiana Office of Community Development (OCD)  
342-7412  
<http://www.doa.louisiana.gov/cdbg/cdbg.htm>

State Housing Programs  
Louisiana Housing Corporation (LHC)  
763-8700  
<http://www.lhc.la.gov>

State/Federal Historic Rehabilitation Tax Credits and Tax Abatement  
Office of Cultural Development Division of Historic Preservation (LA-CRT)  
342-8160  
<https://www.crt.state.la.us/cultural-development/index>

State Business Expansion, Relocation, Start-Up Tax Credit & Incentive Programs  
Louisiana Economic Development (LED)  
<http://www.louisianaeconomicdevelopment.com/index/incentives>

Capital Area Transit System (CATS)  
389-8920  
<http://www.brcats.com/>

Baton Rouge Metropolitan Airport  
355-0333  
<http://flybtr.com/>





# PLANNING + PERMITTING

## PLANNING COMMISSION & DEPARTMENT OF DEVELOPMENT

Site Plan Review is administered by the City-Parish Planning Commission and requirements include specifications on structural height, electrical/sewerage utilities, drainage, yard dimensions, traffic circulation, access and the location and/or orientation of the building, air conditioning units, loading facilities, and pedestrian walkways in relation to adjacent properties. The Department of Development is responsible for construction permit issuance and code enforcement within East Baton Rouge Parish. It also works to reduce blight on vacant and abandoned properties through the issuance of property maintenance. Downtown has several specific requirements for development, established to ensure the downtown character is preserved and enhanced. We recommend visiting the EBR Planning Commission Resource Center, reviewing downtown's ordinances and boundaries on the DDD website, and meeting with our office as a starting point for development.

### PLANNING COMMISSION

1100 Laurel Street, Suite 104  
Baton Rouge, LA 70802  
(225) 389-3144  
Ryan Holcomb

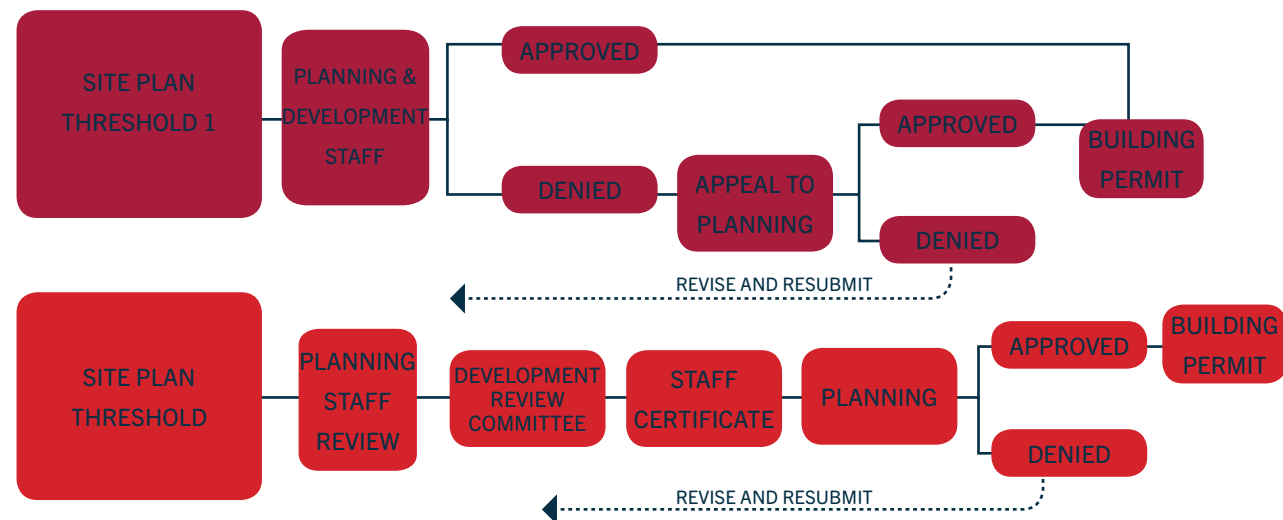
### DEPARTMENT OF DEVELOPMENT

Permit and Inspection Division  
300 North Tenth Street  
Baton Rouge, LA 70802  
(225) 389-3205  
Rachael Lambert

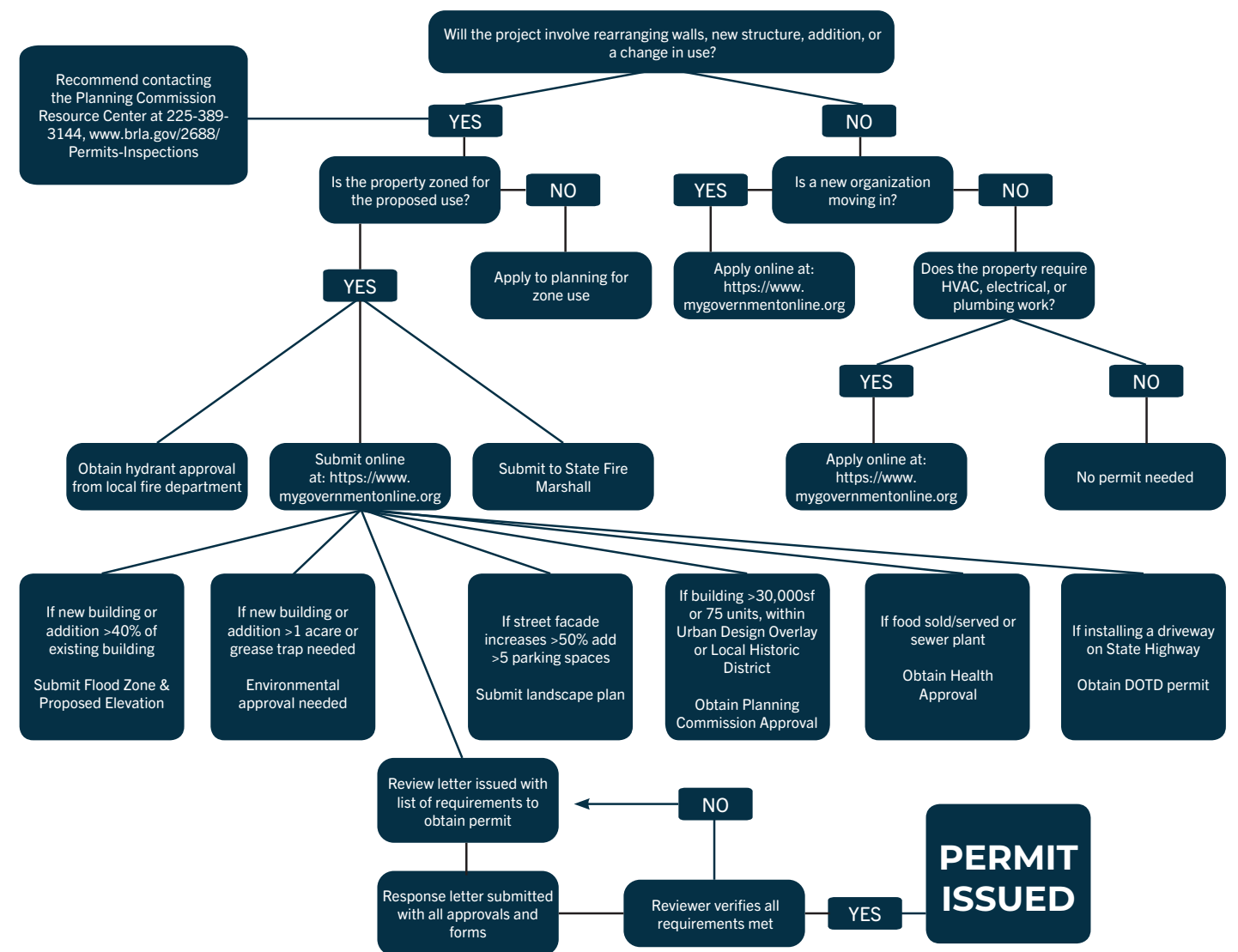
### DOWNTOWN DEVELOPMENT DISTRICT

247 Florida Street  
Baton Rouge, LA 70802  
(225) 389-5520  
Whitney Hoffman Sayal

## SITE PLAN REVIEW PROCESS



## COMMERCIAL BUILDING PERMIT PROCESS







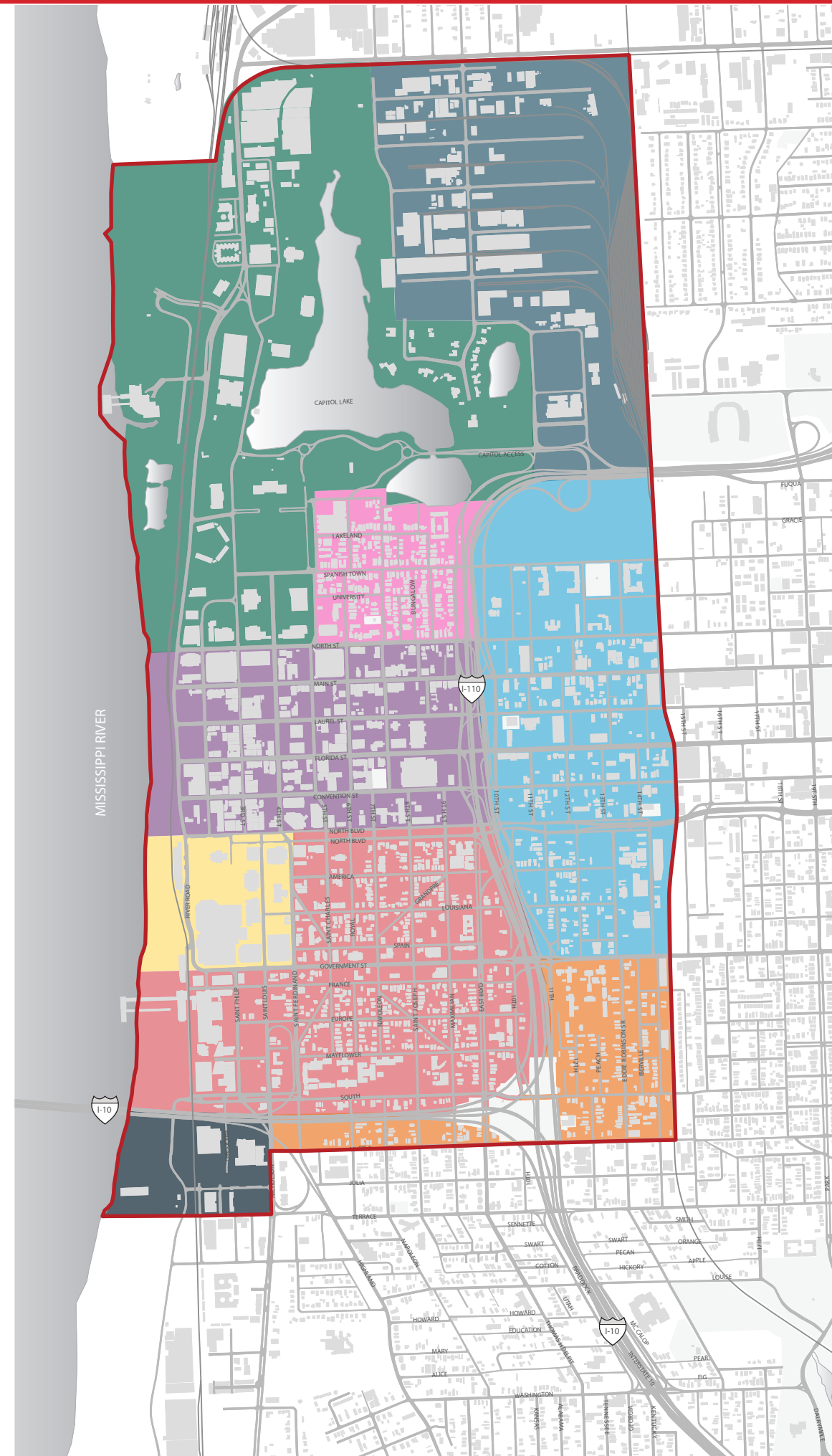
## DDD BOUNDARY

West boundary at the Mississippi River immediately south of the Old Municipal Dock site, east to River Road, east to Terrace Avenue, east to Nicholson Drive, north to Myrtle Avenue, east to Kansas City Line Railroad (eastern boundary), north along railroad to Choctaw Drive, west along railroad, following southern curve of railroad near River Road, south on railroad, west to river at Eiland Street (north boundary of River Park development site), south along Mississippi River back to southern edge of Old Municipal Dock site.

**EXPANSION**  
As an implementation item of our 2012 Strategic Plan and Plan Baton Rouge II, it was recommended that the downtown extend its geographical reach to the neighborhoods surrounding downtown. The expansion calls for an area plan that will focus on residential neighborhood revitalization and an employment center north of the State Capitol Building. Legislation was passed in 2012 that expanded the Downtown Development District boundary and was approved by voters in the Fall of 2015.



SCALE: 1:20000



## DOWNTOWN CHARACTER AREAS & NEIGHBORHOODS

LEGEND

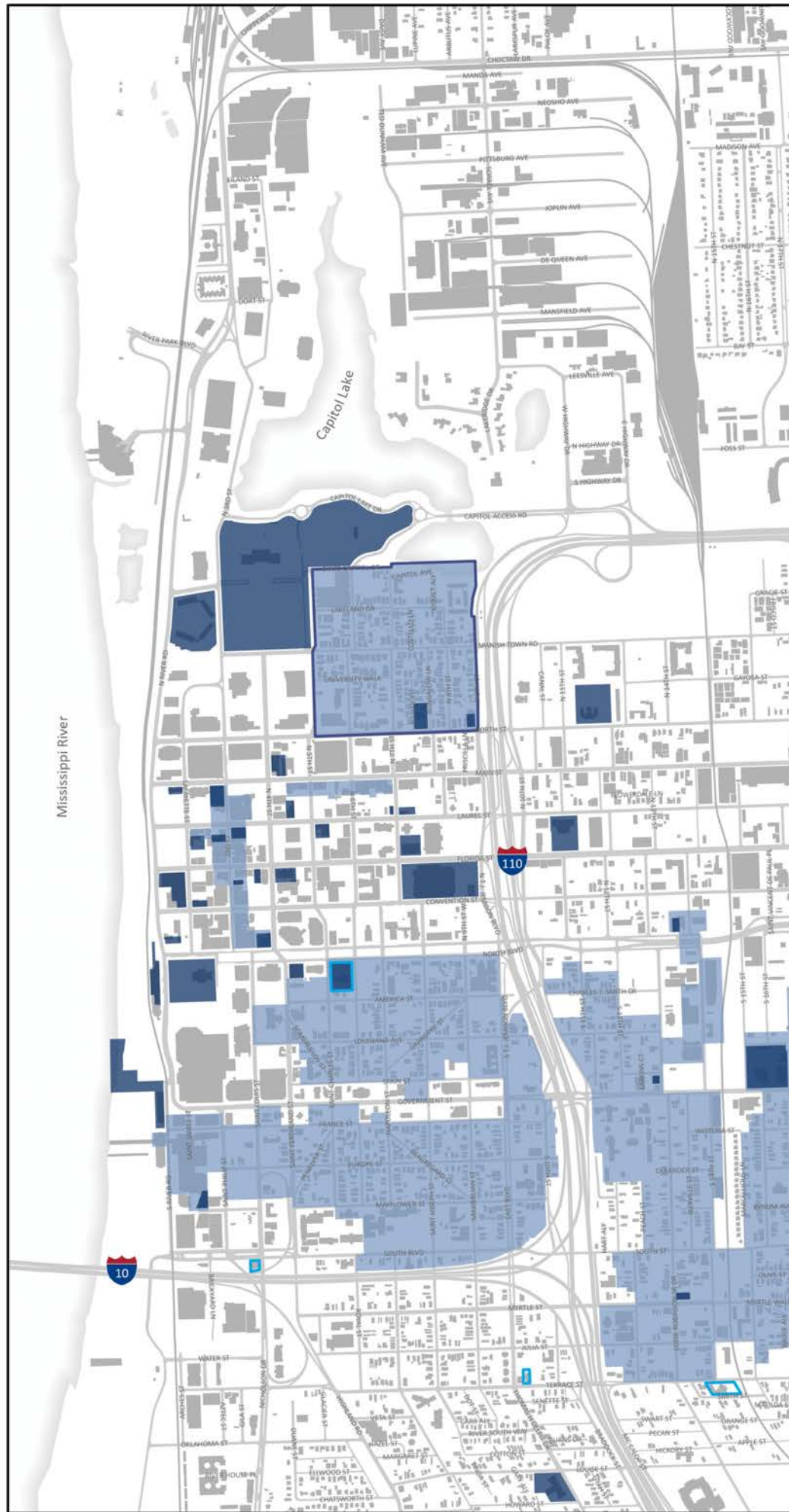
Capitol Area	<span style="display:inline-block; width:15px; height:15px; background-color:#2e8b57;"></span>
Industrial Park	<span style="display:inline-block; width:15px; height:15px; background-color:#191970;"></span>
Spanish Town	<span style="display:inline-block; width:15px; height:15px; background-color:#ff69b4;"></span>
Downtown East	<span style="display:inline-block; width:15px; height:15px; background-color:#6495ed;"></span>
Central Business District	<span style="display:inline-block; width:15px; height:15px; background-color:#800080;"></span>
City Center	<span style="display:inline-block; width:15px; height:15px; background-color:#ffff00;"></span>
Beauregard Town	<span style="display:inline-block; width:15px; height:15px; background-color:#cd5c5c;"></span>
South Baton Rouge	<span style="display:inline-block; width:15px; height:15px; background-color:#ffa500;"></span>
Water Campus	<span style="display:inline-block; width:15px; height:15px; background-color:#2f4f4f;"></span>

The Downtown Development District has several unique, architecturally and culturally vibrant character areas and neighborhoods. These include Historic Spanish Town, Historic Beauregard Town, Central Business District, Downtown East, the Capitol Area, Industrial Park, City Center, South Baton Rouge, and Water Campus.



SCALE: 1:20000





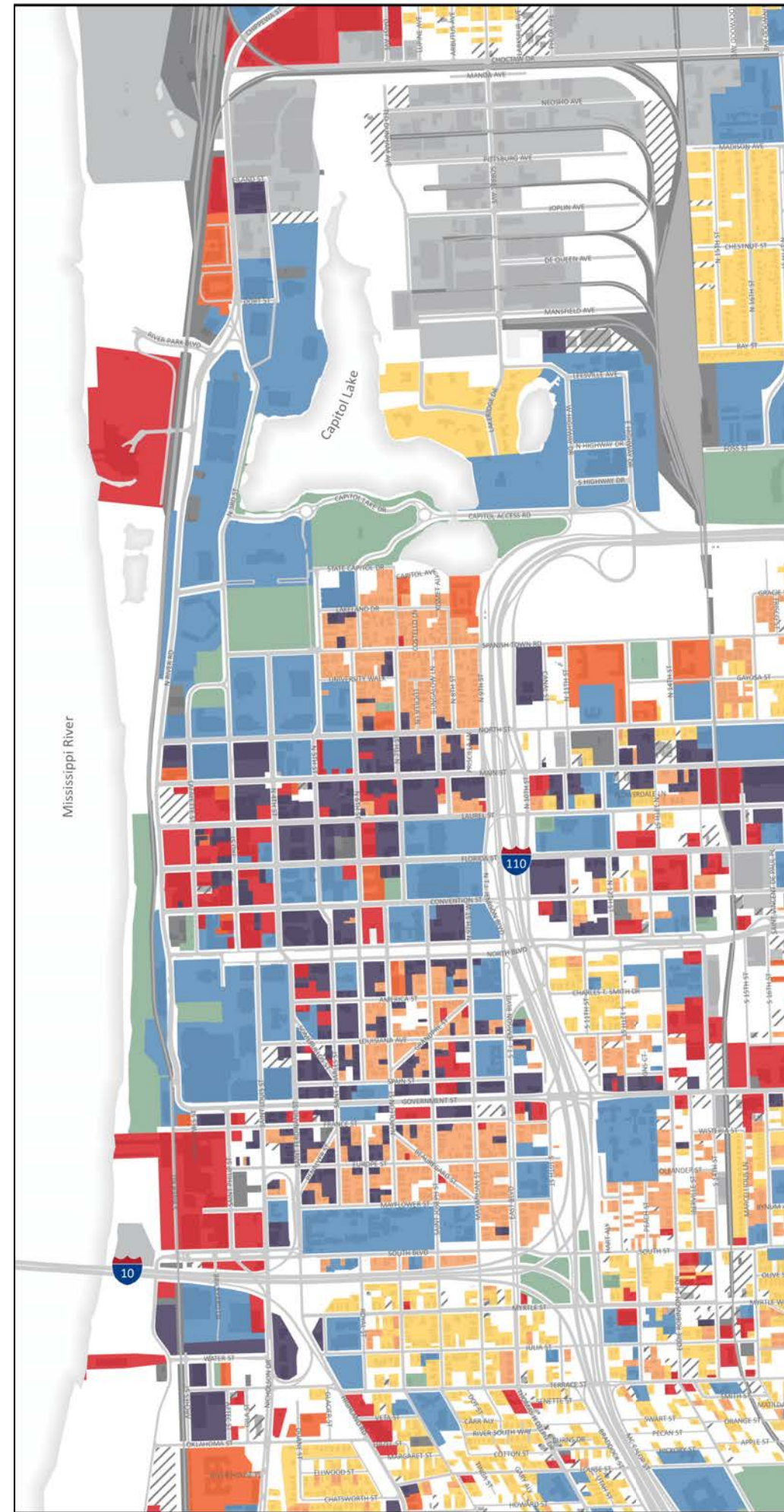
# HISTORIC DEVELOPMENT

## LEGEND

- National Historic Districts
- National Historic Landmarks
- Local Historic Districts
- Local Historic Landmarks



SCALE: 1:20000



# EXISTING LAND-USE

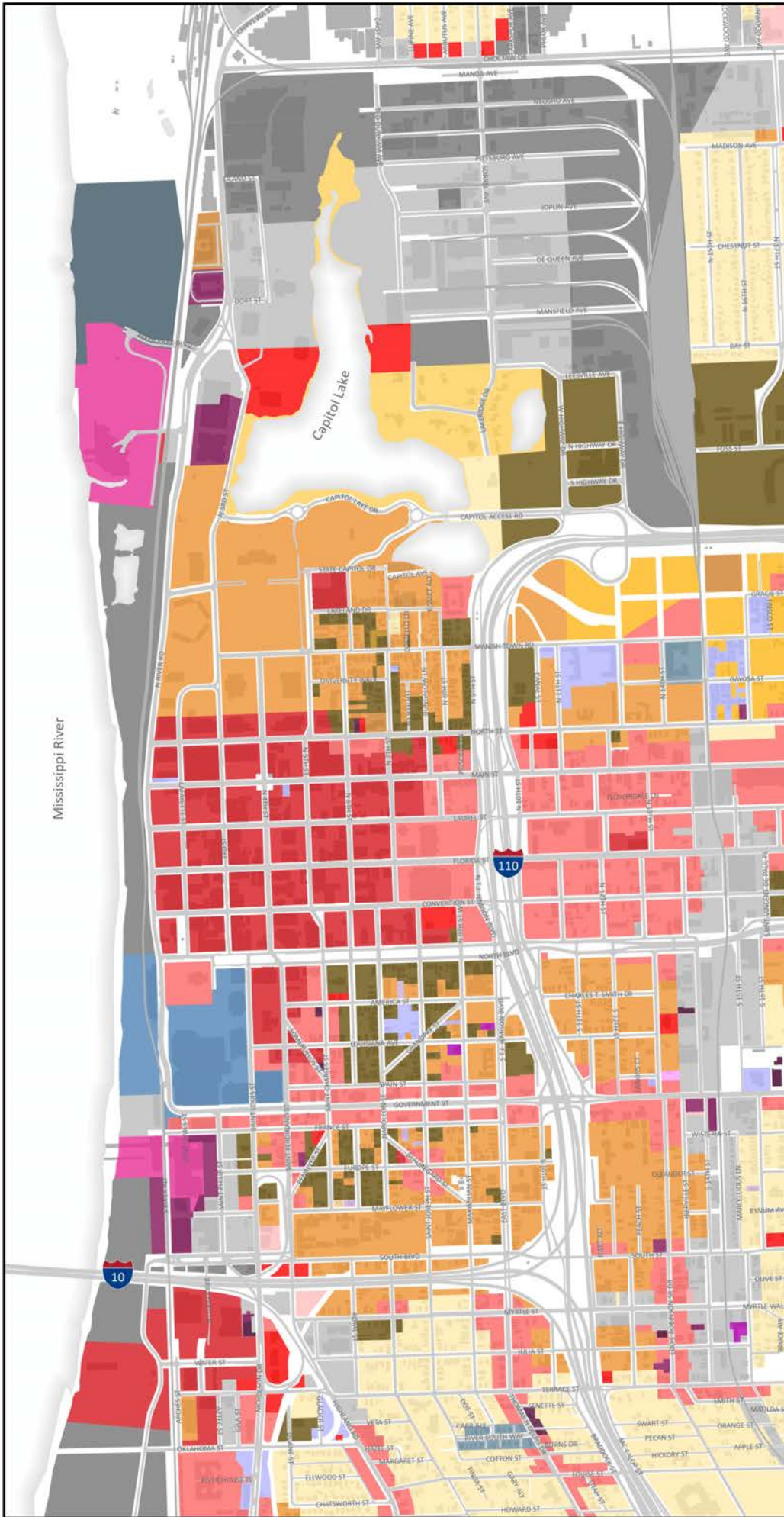
## LEGEND

- Commercial
- High Density Residential
- Industrial
- Institutional
- Low Density Residential
- Medium Density Residential
- Office
- Greenspace
- Undeveloped
- Utilities
- Vacant



SCALE: 1:20000





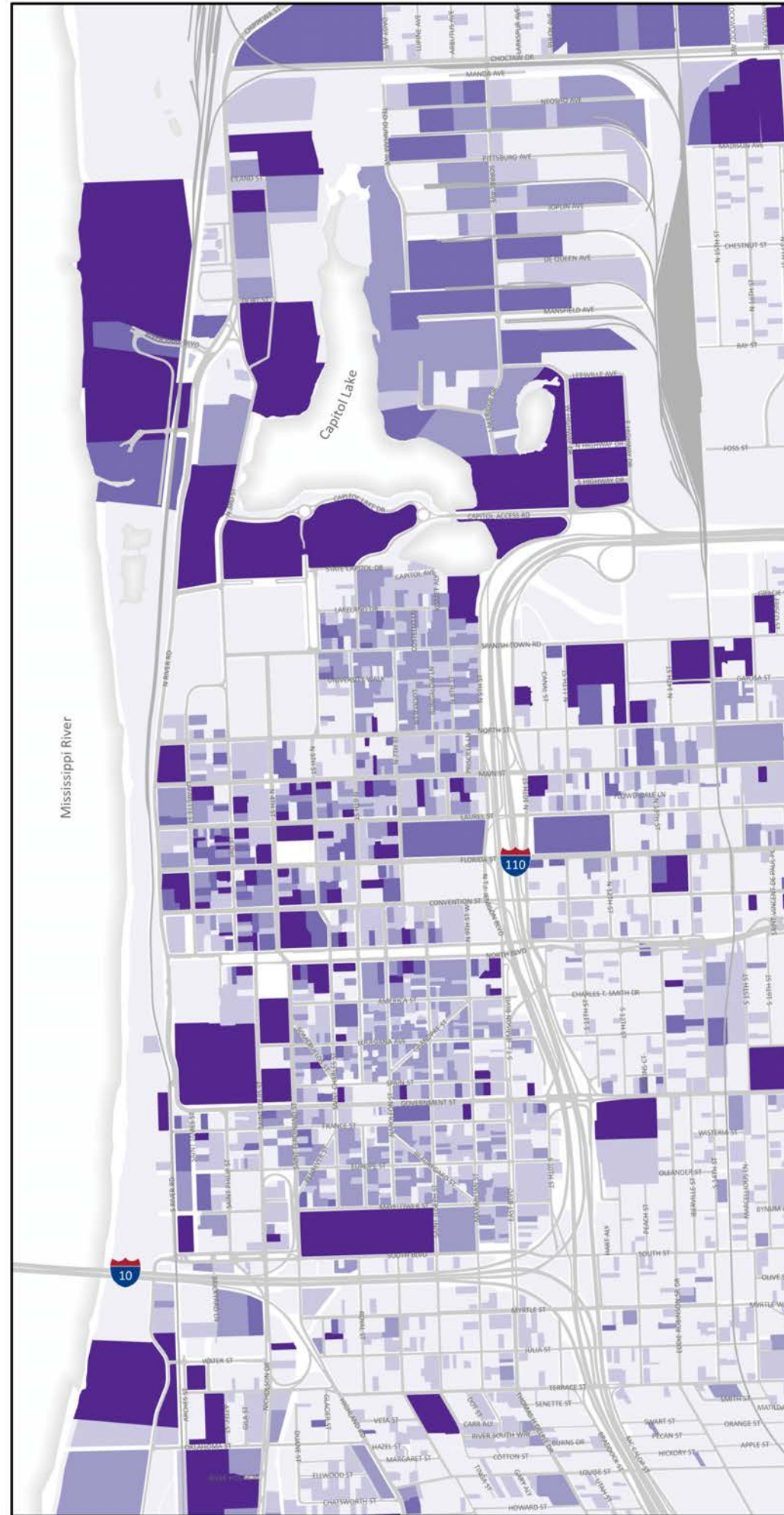
# ZONING DISTRICTS

## LEGEND

- PUD
- SPUD
- NO
- NC
- M2
- M1
- LC2
- LC1
- ISPUD
- GU
- GOL
- CG
- C-AB-2
- C-AB-1
- C5
- C2
- C1
- B1
- B
- A5
- A4
- A2
- A1
- A2.9
- A3.3
- A2.9
- A2.5



SCALE: 1:20000



# PARCEL VALUE ASSESSMENTS

## LEGEND

- \$0 - \$4000
- \$4000 - \$17,500
- \$17,500 - \$62,500
- \$62,500 - \$161,333
- \$161,333 - \$586,081



SCALE: 1:20000





# DDD

### ABOUT DDD

The Downtown Development District has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance Downtown Baton Rouge. Guided by community-driven master plans and utilizing economic incentives, the DDD works closely with the private sector and non-profit philanthropic organizations to aid their development and entrepreneurship efforts. Specifically, our office focuses on the following initiatives, guided by our strategic plan and downtown master plans:

### WHAT WE DO

- ECONOMIC DEVELOPMENT
- STAKEHOLDER ENGAGEMENT/FACILITATION
- GOVERNMENT/STAKEHOLDER LIASION
- DATA COLLECTION & MONITORING
- SOCIAL MEDIA & MARKETING
- EVENT & PUBLIC SPACE MANAGEMENT
- PROJECT MANAGEMENT
- PUBLIC INFORMATION

### DDD STAFF

- » WHITNEY HOFFMAN SAYAL, AICP | Executive Director
- » CASEY TATE | Assistant Executive Director
- » UTE CRESS | Administrative Assistant
- » IBORO UDOH | Development Project Director
- » SCHUYLER OLSON | Design & Marketing Coordinator
- » ETHAN BERGERON | Intern
- » AMANDA RICHTER | Intern
- » GABRIELLA DUVALL | Intern
- » SYDNEY MILLIGAN | Intern
- » HOUSTON TULLIS | Intern

### DDD COMMISSION

- » ERIC DEXTER | Chairman
- » PRESCOTT BAILEY | Vice Chairman
- » PATRICK MICHAELS | Treasurer
- » GARY JUPITER | Secretary
- » PHILIP JORDAN
- » JOSHUA HOLLINS
- » TARA TITONE



# THANK YOU

We remain dedicated to the development and promotion of Downtown Baton Rouge as we move forward. We thank all of the countless individuals who support our mission and cause, enabling Downtown Baton Rouge to grow and develop into a place to live, work, and play. They include private developers, public agencies, and non-profit organizations. We are extremely grateful to the partnerships created to make such extraordinary projects happen. Special thanks to the Honorable Mayor-President Sharon Weston Broome and the Metropolitan Council for their continued support of downtown, and to our state leaders for championing our city's efforts at the state level.

### HONORABLE MAYOR-PRESIDENT SHARON WESTON BROOME

#### EAST BATON ROUGE CITY-PARISH METROPOLITAN COUNCIL

- |                               |                                 |
|-------------------------------|---------------------------------|
| » BRANDON NOEL   District 1   | » LAMONT COLE   District 7      |
| » CHAUNA BANKS   District 2   | » DENISE AMOROSO   District 8   |
| » ROWDY GAUDET   District 3   | » DWIGHT HUDSON   District 9    |
| » AARON MOAK   District 4     | » CAROLYN COLEMAN   District 10 |
| » DARRYL HURST   District 5   | » LAURIE ADAMS   District 11    |
| » CLEVE DUNN JR.   District 6 | » JENNIFER RACCA   District 12  |

### STATE OF LOUISIANA

- » JEFF LANDRY | Louisiana Governor
- » TAYLOR BARRAS | Louisiana Commissioner of Administration
- » LARRY SELDERS | LA District 67
- » CLEO FIELDS | Senate District 14



