



Downtown AT A GLANCE

Over **3 MILLION** tourist per year

ATTRACTIONS * Figures based on estimates obtained from each attraction

LASM - **169,865** annual visitors
USS Kidd - **70,144** annual visitors
LSU Museum of Art - **18,000** annual visitors
Manship Theatre - **35,549** annual visitors
Riverfront Landing Facility - **6,160** annual passengers
Old Governor's Mansion - **4,000** annual visitors
Old State Capitol - **60,000** annual visitors
State Capitol - **113,000** annual visitors
State Museum - **54,000** annual visitors
African American Museum - **3,000** annual visitors
Main Street Market - **571,000** annual visitors
Shaw Center for the Arts - **500,000** annual visitors

EVENT ATTENDANCE * List does not include all downtown events and are estimates

Baton Rouge River Center - **500,000** annual visitors, Over **500** Events
Live After Five Concert Series - **80,000 - 100,000** annual attendance (2 seasons)
Mardi Gras Parades - **280,000**
Baton Rouge 4th of July Fireworks Celebration - **75,000 - 100,000**
Louisiana Earth Day - **45,000** (Top 5 Nationwide)
Sunday in the Park Concert Series (2 Seasons)- **30,000**
Baton Rouge Blues Festival - **8,000**
Fest-For-All - **10,000**
Festival of Lights - **10,000**
Juneteenth Celebrations - **5,000**

ARTS & ENTERTAINMENT/FOOD SERVICES

Restaurants - **61**
Bars/Lounges - **21**
Art Galleries - **8**
Large Concert Venues - **5**

The logo features a stylized blue 'D' on the left with a white swoosh underneath. To the right, the word 'Downtown' is written in a yellow cursive font, followed by 'AT A GLANCE' in a white, all-caps, sans-serif font.

Downtown AT A GLANCE

2,200 RESIDENTS Within the Downtown Development District

* Residential figures from 2010 census block data

Within a 2 minute drive of Downtown Density Demographic - **21,638**

Within a 10 minute drive of Downtown Density Demographics - **100,000**

DAILY VISIBILITY

Downtown Workforce - **23,000**

Daily visitors to Downtown for business or pleasure - **140,000**

EDUCATION

Schools within a 2 mile radius of Downtown - **25**

Schools within the Downtown Development District - **10**

- Close proximity to numerous early learning facilities, elementary schools, and high schools
- Centrally located between Southern University, Louisiana State University, and the Baton Rouge Community College Main Campus

GREENSPACES

North Boulevard Town Square

Repentance Park

Lafayette Park

AZ Young Park

Arsenal Park

BREC Convention Street Park

BREC Expressway Park

BREC 7th Street Community Park

Spanish Town Park

Capitol Park

Baton Rouge Mississippi Riverfront

ACCOMODATIONS

4 Hotels

808 Rooms