



downtownbr

DEVELOPMENT TOOLKIT 2026



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A LETTER FROM THE EXECUTIVE DIRECTOR

As Executive Director of the Downtown Development District, I'm proud to present this year's Downtown Development Toolkit; a data-driven snapshot of where we stand today and where we're headed. This data analysis helps validate and inform our office priorities, highlights why downtown is a place to invest, and provides a more complete picture of downtown's impact on the region.

This year's report expands our use of advanced Placer.ai mobility data, providing deeper insights into visitation patterns, customer origins, dwell times, and how people experience downtown. We are also excited to introduce a new Downtown Experience section that uses Placer.ai data to tell the story of the district's real-world activity—who is visiting downtown, where they come from, how they move through the district, and the experiences that bring them here. This new analysis provides a more comprehensive understanding of the people who experience downtown every day and the activity they generate.

Downtown Baton Rouge continues to reflect a trend seen in downtowns across the country: the evolution from traditional business districts into true mixed-use neighborhoods where people live, work, and play. Residential demand remains strong, particularly among young professionals and empty nesters, with high occupancy levels across the Central Business District. Our tourism sector continues to lead the parish in hotel demand and occupancy, while downtown's growing mix of housing, entertainment, restaurants, public spaces, and employment opportunities creates activity throughout the day, evening, and weekend. This growing demand and continued public/private investment positions Downtown Baton Rouge as one of the region's most compelling opportunities for development.

The adoption of Plan Baton Rouge III marks an important milestone for our community. Developed through extensive public engagement and collaboration, the plan establishes a shared vision for downtown's future and provides a road map for attracting investment, expanding housing opportunities, improving mobility, and reconnecting our community to the Mississippi River. Building upon the strong residential occupancy and sustained demand already occurring downtown, the plan advances strategies to add new housing options and support the continued transformation of downtown into a true mixed-use district where people live, work, and play. We are excited to work alongside our public, private, and nonprofit partners to move from planning to implementation and advance the projects and initiatives that will help shape downtown's next chapter.

We remain committed to bold advocacy, strategic partnerships, and ambitious goals that strengthen downtown as a vibrant center of opportunity and investment. To the residents, business owners, investors, workers, and visitors who bring downtown to life everyday—thank you. Your continued support and belief in downtown's future drive everything we do, and I look forward to what we will accomplish together in the years ahead.

Whitney Hoffman Sayal, AICP
Executive Director

AT A GLANCE

A quick look at the biggest numbers and wins.



\$146.5M

HOTEL INVESTMENT SINCE 2010



\$1767 AVG

RESIDENTIAL CBD LEASE RATES (1 and 2 BR)



95%

CBD RESIDENTIAL OCCUPANCY



81.65%

CLASS A OFFICE OCCUPANCY



+800K VISITS

MARDI GRAS SEASON



8.2M VISITS

NUMBER OF YEARLY VISITS IN THE DISTRICT



48% of VISITS

VISITS FROM OUTSIDE EBR PARISH



+250

TOTAL DOWNTOWN COMMUNITY EVENTS

RECENT BIG WINS

- ☒ NEXUS LOUISIANA
- ☒ MAJOR HOTEL INVESTMENTS
- ☒ LED LIGHTING
- ☒ PLAN BATON ROUGE III
- ☒ DDD LEGISLATION
- ☒ 100 NEW STREET TREES

PLAN BATON ROUGE III

Plan Baton Rouge III is Downtown Baton Rouge's master plan and investment framework, approved in June 2026 to guide development and economic opportunity over the next 10-15 years. The plan identifies investment opportunities focused on expanding housing, strengthening the riverfront, improving connectivity, and creating vibrant mixed-use neighborhoods. By establishing a clear vision, Plan Baton Rouge III helps align public and private investment while positioning Downtown Baton Rouge for long-term economic growth and continued transformation into a dynamic place to live, work, and visit.

NEXUS LOUISIANA

ABOUT NEXUS LOUISIANA

Nexus Louisiana is the state's leading technology and entrepreneurship organization, dedicated to helping innovators, startups, and high-growth companies transform ideas into successful businesses. Through mentorship, capital access, workforce development, and strategic partnerships, Nexus strengthens Louisiana's innovation economy while supporting entrepreneurs tackling challenges in healthcare, education, energy, and technology. Its recent decision to relocate its headquarters to Downtown Baton Rouge reinforces the district's emergence as the state's premier innovation hub and reflects continued investment in the city's growing entrepreneurial ecosystem.

Nexus is renovating approximately 30,000 square feet of office space at 440 on Third.



QUOTE FROM TONY ZANDERS

NEXUS LOUISIANA PRESIDENT & CEO

"For more than 30 years, Nexus operated outside the core of the city. Moving to 440 on Third changes that. Our founders now work steps from the State Capitol, Louisiana Economic Development, and the civic partners shaping Louisiana's growth. Downtown has the density, the walkability, and the energy that technology companies need. We didn't move downtown to watch the Innovation District grow. We moved downtown to build it."



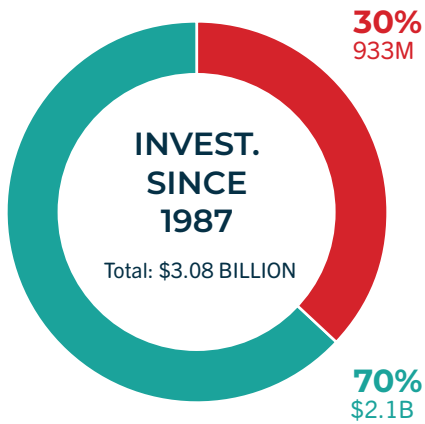
440 Third St.
Baton Rouge, LA 70801

DOWNTOWN INVESTMENT

A look at total investment and major development projects.

\$3.08 BILLION
TOTAL INVESTMENT SINCE
DDD CREATION 1987

COMPLETED: **\$3.08 BILLION**



\$2.2 BILLION
INVESTED SINCE 2010

IN PLANNING: **\$1.07 BILLION**



QUOTE FROM MILFORD "MIKE" WAMPOLD III
FOUNDER & CEO OF WAMPOLD COMPANIES

"Downtown Baton Rouge is very healthy, employment wise. The focus is to retain more people downtown after 5 o'clock. That's going to be done with new residents, residential housing, and entertainment venues. We're excited about where downtown is right now and where it's going."

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

DOWNTOWN PROPERTY VALUES ARE
6X 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
LAND & VALUE ASSESSMENT				
ASSESSED VALUE	\$82.5M	\$164.8M	\$2.809B	\$7.291B
EST. MARKET VALUE	\$581.17M	\$1.204B	\$23.4B	\$60.26B
AREA IN SQUARE MILES	0.2	2.2	253	624
EST. MARKET VALUE/ SQUARE MILE	+2.8B	\$547.3M	\$92.5M	\$96.6M



MAJOR DEVELOPMENT PROJECTS IN DECADES SINCE 2000

*Investments Over ~\$10M & Greenspaces/Transportation Projects

PROJECT DATES
● 2000-2009
○ 2010-2019
● 2020-Present
○ Re-Investment
■ Transportation

MIXED-USE

- 1) Shaw Center for Performing Arts
- 2) 440 on Third/Matherne's
- 3) IBM / 525 Lafayette
- 4) Commerce Building
- 5) Spencer Calahan Offices

HOTEL

- 6) Hilton Hotel/Sports Illustrated Resort (Re-investment planned)
- 7) Hotel Indigo (\$10M Reinvestment 2025)
- 8) Hampton Inn & Suites
- 9) Watermark Baton Rouge
- 10) Courtyard by Marriott
- 11) The Origin Hotel (\$10M Reinvestment 2024)

OFFICE

- 12) I & II City Plaza
- 13) LA State Licensing Board for Contractors
- 14) I Rivermark Centre
- 15) II Rivermark Centre
- 16) LA Association of Business & Industry

GREENSPACE

- 17) Rhorer Plaza
- 18) Repentance Park
- 19) Riverfront Plaza
- 20) North Blvd Town Square Phase I & II

OTHER

- 21) LASM Planetarium & Space Theater
- 22) 19th Judicial Courthouse
- 23) Water Campus
- 24) Raising Cane's River Center Theater
- 25) River Center Convention/ Headquarters Hotel (in planning)
- 26) River Center Library
- 27) Bally's of Baton Rouge
- 28) Queen Casino

RESIDENTIAL

- 29) Elysian I, II, & III
- 30) The Residences at Rivermark
- 31) The Heron Downtown I
- 32) The Heron Downtown II (in planning)
- 33) Spanishtown Condominiums (in construction)
- 34) Valencia Park Apartments

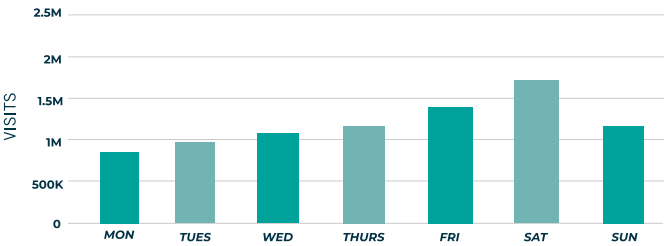
TRANSPORTATION

- 35) MOVEBR Enhancements
Main Street, North Boulevard, Laurel/Lafayette Street, South Boulevard (in planning), Florida Street, East Boulevard, River Road/LASM, Beauregard Town Access, Spanish Town Road
Bus Rapid Transportation (in construction)
- 36) I-10 Widening & Community Enhancements (in construction)
- 37) River Road West Multi-Use Path (in construction)
- 38) River Road East Multi-Use Path (in construction)
- 39) Downtown Greenway- North Blvd & TJ Jemison
- 40) Downtown Greenway- Louisiana Connector
- 41)

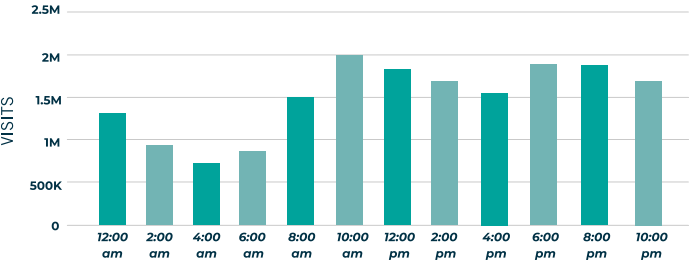


Source: DDD, Placer.ai, Visit Baton Rouge

AVG. VISITORS BY DAY



AVG. VISITORS BY HOUR



DOWNTOWN ON THE DAILY



DOWNTOWN IN TRANSITION

Downtown Baton Rouge is no longer defined solely by the traditional workday. Placer.ai visitor analytics reveal a district that is increasingly driven by residents, visitors, and entertainment. Peak visitation now occurs at 7:00 p.m., with Fridays and Saturdays drawing the highest levels of activity.



QUOTE FROM BRAD WATTS
DOWNTOWN BUSINESS OWNER | CECELIA CREOLE BISTRO & THE RIVER ROOM

"Expanding our restaurant with a private dining room reflects the confidence we have in downtown. Business continues to be strong at both lunch and dinner, and we're serving more than just the weekday office crowd. We're seeing more residents and visitors on the weekends, and that's giving local businesses even more opportunities to grow."

WHERE ARE VISITORS GOING?



COLLEGE TOWN IMPACT

Each fall, college football season brings thousands of visitors to the Capital Region. During football season, downtown hotels outperform the parish average.

63.4% AVG HOTEL OCCUPANCY

\$168 AVG DAILY RATE (ADR)

LEGISLATIVE SESSION IMPACT

Placer.ai data shows that during the three-month legislative session, the State Capitol Complex experiences an average of 315K visits.

70K VISITOR INCREASE DURING SESSION

3/9-6/1 LOUISIANA 2026 LEGISLATIVE SESSION

EVENT SEASON WEEKEND ATTENDANCE (Spring and Fall)

3M VISITS

VISITORS STAYED FOR AN AVERAGE OF 2.5 HOURS

DOWNTOWN BUSINESS

A profile of businesses, jobs, and workforce.

DOWNTOWN WORKER PROFILE

DEMOGRAPHIC BREAKDOWN OF DOWNTOWN WORKERS DESCRIBED BY PLACER.AI DATA

SINGLES & STARTERS	SUBURBAN STYLE	POWER ELITE	THRIFTY HABITS
Young Singles Starting Out Some Starter Families City Lifestyle Politically Disengaged Foodies Digitally Savy	Middle-aged Couples Comfortable Lifestyle Politically Diverse Ethnically-Mixed Parents Family-Centric Activities	Wealthy Households Highly Educated Politically Conservative Well-Invested Charitable Giving Active and Fit	Adults Living in Urban Areas Modest Spenders Limited Budgets Cable TV Modest Educations College Sports Fans

WORKER & BUSINESS STATS

650 TOTAL BUSINESSES	13.7% OF CITYWIDE JOBS	SATURDAY PEAK VISITOR ATTENDANCE
23,008 DAILY WORKERS	53.5% FEMALE 46.5% MALE	OVER \$260M CASINO INVESTMENT SINCE 2023

TOP INDUSTRIES DOWNTOWN



EMERGENT METHOD

ABOUT EMERGENT METHOD

Emergent Method is a homegrown management consulting firm that is rapidly expanding. Fueled by national growth and recent expansions into creative services, the firm relocated its headquarters to an 11,000-square-foot space at 804 Main Street. Emergent Method was founded in 2012 by LSU alumni and has grown into a major national player. The firm has been named to the Inc. 5000 list of fastest-growing private companies for eight consecutive years. They currently have nearly 200 employees with work spanning more than 20 states.

DOWNTOWN IS HOME

The firm’s leadership has consistently emphasized that downtown is more than just an office location, it is central to the firm's identity. Downtown's proximity to the Louisiana State Capitol, state agencies, local government, and major employers supports the firm's work at the intersection of the public and private sectors, while downtown's walkability, growing amenities, and collaborative business environment help attract talent and foster innovation.



QUOTE FROM JOHN SNOW
EMERGENT METHOD PARTNER

“Downtown Baton Rouge has never been just an office location. It’s always been part of our story and is inextricably linked to our identity as a company.”



804 Main St.
Baton Rouge, LA 70801



Occupancy rates and rents
across Class A & B offices.

Source: 2026 Greater Baton Rouge Association of Realtors Trends Report, Visit Baton Rouge

DOWNTOWN OFFICES

Downtown Baton Rouge continues to strengthen its position as the region’s premier legal and government employment center. The Class A office market remains the standout performer, maintaining strong occupancy at 81.65% in 2025. The Rivermark Centre continues to attract and retain tenants through strategic amenity investments across its two towers, while 440 on Third secured a significant new tenant, Nexus Louisiana, occupying approximately 30,000 square feet. Together, these investments demonstrate continued confidence in Downtown Baton Rouge’s Class A office market and its long-term growth potential.

\$24.58 PSF

OFFICE BUILDING SALES

74.32 PERCENT

OFFICE OCCUPANCY RATE

1,392,590 SF

CLASS A INVENTORY

81.65% OCCUPANCY

99,952 SF

CLASS B INVENTORY

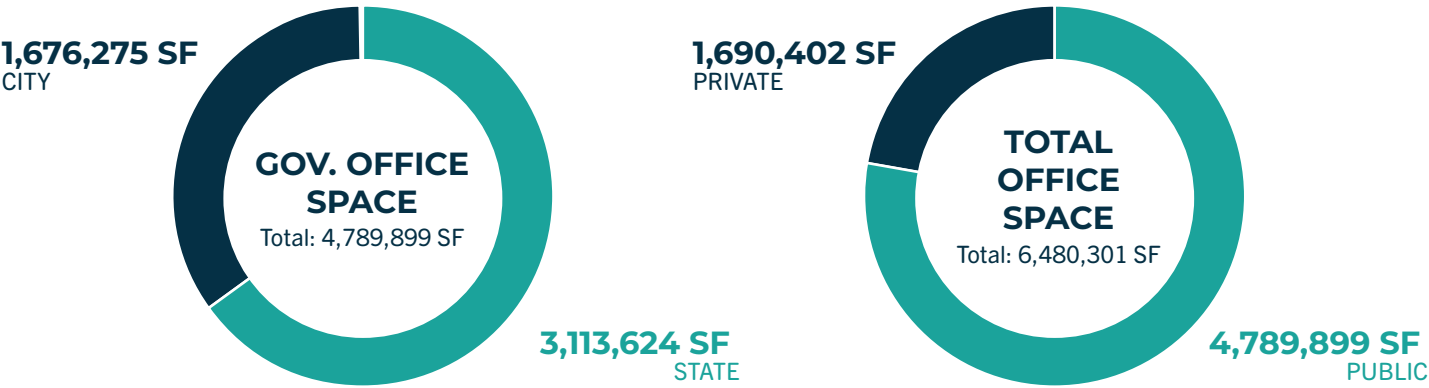
67% OCCUPANCY

RETURN TO WORK ORDER

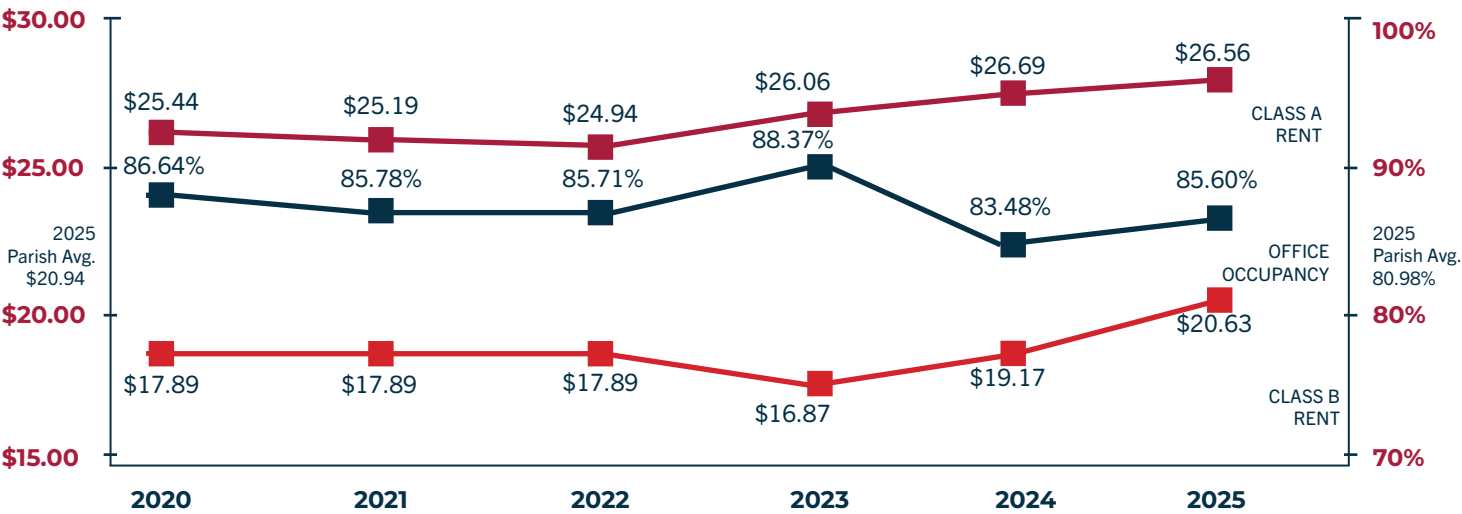


In 2025, Governor Jeff Landry issued Executive Order JML 25-048, directing state employees under the Governor’s authority to return to designated physical offices by June 30, 2025, ending most pandemic-era telework arrangements. As the center of Louisiana state government and home to thousands of daily workers, Downtown Baton Rouge stands to benefit from increased office occupancy, supporting downtown businesses, restaurants, and street-level activity while reinforcing the district’s role as the civic and economic heart of the Capital Region.

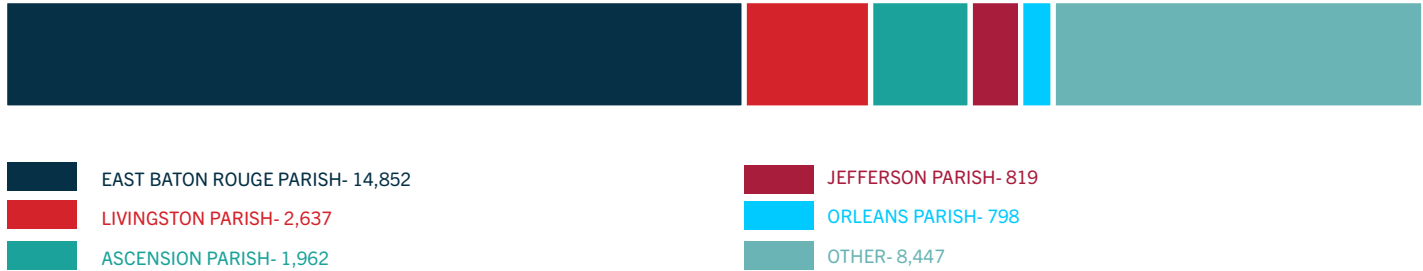
OFFICE STATS



OFFICE RENTAL & OCCUPANCY RATES



TOP WORKER HOME DESTINATIONS





DOWNTOWN RESIDENTS

Population growth and occupancy driving rising housing demand.

Source: US Census, DDD (conducted via email/phone), Placer.ai

DOWNTOWN RESIDENTS

Downtown Baton Rouge continues to thrive with a notable 16.4% increase in residential population between 2012 to 2021. Survey data underscores a robust demand for housing, driven by the appeal of an energetic and convenient urban lifestyle favored by young professionals and retirees alike.



\$288.6M

RESIDENTIAL INVESTMENT
SINCE 2013



16.4%

POPULATION GROWTH
2012-2021



95%

CBD RESIDENTIAL
OCCUPANCY

DOWNTOWN NEIGHBORHOODS



- HISTORIC SPANISH TOWN
- HISTORIC BEAUREGARD TOWN
- CENTRAL BUSINESS DISTRICT
- DOWNTOWN EAST
- SOUTH BATON ROUGE

AVG. HOME SALES IN THE LAST 3 YEARS

SPANISH TOWN NEIGHBORHOOD

\$358K - \$180/SF

BEAUREGARD TOWN NEIGHBORHOOD

\$229K - \$180/SF

4.3K

TOTAL RESIDENTS



1.2

HOUSEHOLD
SIZE



17.6%

MARRIED



\$83.4K

HOUSEHOLD
INCOME

WHO LIVES DOWNTOWN?

DEMOGRAPHIC BREAKDOWN OF DOWNTOWN RESIDENTS DESCRIBED BT EXPERIAN DATA

SINGLES AND STARTERS

(25-30)

Young singles starting out and some starter families living a city lifestyle.

YOUNG CITY SOLOS

(31-35)

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.

THRIVING BOOMERS

(51-65)

Upper-middle-class baby boomer-age couples living comfortable lifestyles.

GOLDEN YEAR GUARDIANS

(76+)

Retirees living in old homes, settled residences and communities.



QUOTE FROM KELLY SWIFT
DOWNTOWN RESIDENT

"What I love most about living in Downtown Baton Rouge is the accessibility to so many great spaces, restaurants, activities, and scenic walking routes! You can grab a world-class latte from The Vintage, visit the library, walk on the levee, and catch a five dollar movie at Manship, all in one afternoon. Living downtown makes me feel like I'm in Europe, walking everywhere I need to go, all while forming a tight-knit community with other downtown residents."



QUOTE FROM JEFF GOBER
DOWNTOWN RESIDENT

"Living in Spanish Town means being part of a neighborhood where history, community, and walkability come together. As a former board member of the Historic Spanish Town Civic Association, I've enjoyed volunteering to support the neighborhood and help preserve the character that makes this such a wonderful place to live."

2,166

OCCUPIED HOUSING UNITS

78%

RENTER

22%

OWNER

HOSPITALITY + TOURISM

Hotel investment, occupancy, and rates across the tourism sector.

DOWNTOWN IS A TOURIST DESTINATION

Downtown Baton Rouge offers seven hotels with 1,130 guest rooms, all within walking distance of the River Center. Visitors are drawn to downtown's walkability to the city's premier entertainment venues and cultural attractions. Recent investments and renovations across the hotel market have strengthened downtown's hospitality offerings, enhancing the visitor experience while reinforcing confidence in the district's continued growth.



1,130 HOTEL ROOMS

13% DOWNTOWN ROOM SHARE
87% METROPOLITAN STATISTICAL AREA (MSA)

ATTRACTION ATTENDANCE

	2019	2020	2021	2022	2023	2024	2025
Raising Cane's River Center	308,869	84,526	174,735	293,740	332,327	406,260	425,903
Louisiana Arts & Science Museum	174,642	41,139	**18,147	**47,998	**49,270	**60,000	**58,000
USS KIDD	47,403	19,012	32,369	40,145	38,626	NA	8,751
Old State Capitol	53,101	22,000	25,000	42,000	43,000	46,032	47,010
LSU Museum of Art	22,937	*NA	15,907	21,485	21,743	21,529	20,400
Capitol Park Museum	74,402	*NA	23,320	34,229	82,143	100,106	***41,318
State Capitol Building	73,886	8,779	6,875	28,506	47,387	43,932	32,280
Manship Theatre	48,686	*NA	24,025	35,410	36,007	33,444	31,262
Old Governor's Mansion	NA	*NA	NA	NA	NA	9,695	14,051

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."
***2025 Capitol Park Museum data excludes attendance from Louisiana Book Festival attendees.

Source: Visit Baton Rouge, DDD (conducted via email/phone)

\$147 MILLION

HOTEL INVESTMENT SINCE 2010

\$20 MILLION

HOTEL INVESTMENT OVER 5 YEARS

65.9%

HOTEL OCCUPANCY

APRIL

MOST POPULAR MONTH

\$152.92

HOTEL AVERAGE DAILY RATE
73% HIGHER COMPARED PARISH AVERAGE

RIVERBOAT DOCKINGS

AMERICAN CRUISE LINES

The City Dock serves as a vital gateway for visitors exploring Louisiana's Capital City. Recognizing its importance, the City of Baton Rouge has entered into a long-term agreement with the American Cruise Lines company to utilize and enhance the City Dock, ensuring it can accommodate an increasing number of overnight and multi-day cruise visits. This partnership strengthens Baton Rouge's position as a premier Mississippi River port of call while enhancing the arrival experience for passengers.

RIVERBOAT DOCKINGS

There were 61 riverboat dockings in 2025 bringing in nearly 14K passangers. Docking and passengers are expected to double by the end of 2026.



QUOTE FROM JILL KIDDER

VISIT BATON ROUGE PRESIDENT & CEO

"Downtown Baton Rouge is the front door to our Capital City, offering visitors an authentic experience shaped by its riverfront, history, culture, and growing hospitality industry. Continued investment in downtown is strengthening Baton Rouge's appeal as a destination for leisure travelers, conventions, sporting events, and riverboat cruise visitors."



359 3rd St.
Baton Rouge, LA 70801

DOWNTOWN GREENSPACES

Investment and growth across parks, plazas, and greenspaces.

Source: DDD , International Downtown Association, Tree Equity Score

DOWNTOWN GREENSPACE

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.



QUOTE FROM SAMANTHA MORGAN
DOWNTOWN RESIDENT

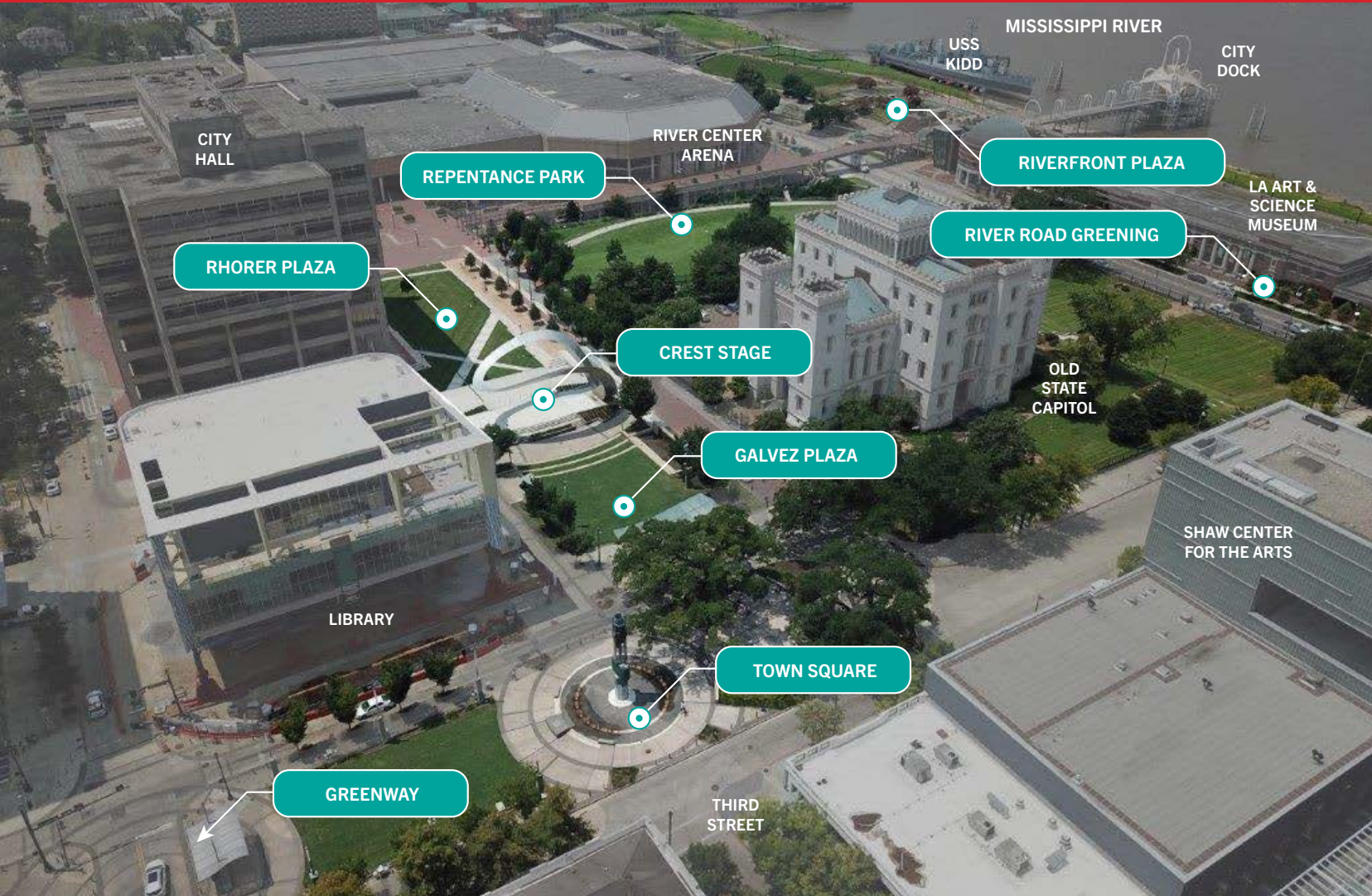
"The Downtown Greenway is a true gift to our city. The canopy of oak trees makes even Louisiana's heat bearable, and it's my go-to route for getting from my home in Downtown East to the places like the library, local restaurants, and the YMCA. The thoughtful amenities like the on-trail bike repair station show just how much care went into making this a space people can actually rely on."

17 PARKS
AND NATURAL AREAS

53 ACRES
11 ACRES OF OPEN SPACE

\$23 MILLION
CENTRAL GREEN INVESTMENT

78
TREE EQUITY SCORE
(OVER 20% CANOPY COVERAGE)



CENTRAL GREEN MAP



MOBILITY SCORES
Downtown
Baton Rouge

WALK	BIKE
80	63
39	44

TOWN SQUARE TRAFFIC PIN



2.7M IMPRESSIONS
2025 traffic pin data from Third Street
& North Boulevard

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	2015 Yazoo Plaza \$200,000	2016 Spanish Town Park \$255,000	2018 Rhorer Plaza \$4,900,000	2015- Now Downtown Greenway \$16,807,750
2012-2019 North Blvd Town Square \$10,300,000	2019 Riverfront Plaza \$800,000	2019 14th St. Park \$130,000	2020 Mestrovic Plaza \$2,000,000	1990-Now Levee/Riverfront \$662,293,199	2012-2018 Central Green \$3,190,000	2015-Now Riverfront \$2,985,130	

DOWNTOWN ARTS + CULTURE

A snapshot of attractions, restaurants, and cultural spaces.

CULTURAL AMENITIES

50 RESTAURANTS, BARS, & CAFES

89 HISTORIC MARKERS

11 RELIGIOUS INSTITUTES

8 SCHOOLS IN DOWNTOWN AREA

3 COLLEGE CAMPUSES ADJACENT TO DDD

26 SCHOOLS IN 2-MILE RADIUS OF DOWNTOWN

2 LIBRARIES DOWNTOWN

24 CULTURAL ATTRACTIONS

LINCOLN THEATER - COMING SOON

The ongoing restoration of the historic Lincoln Theater represents a transformative investment in one of Baton Rouge's most significant cultural landmarks. Once a premier venue for African American performers during the era of segregation, the Lincoln Theater is being reimaged as a vibrant center for arts, culture, education, and community events.



CULTURAL ATTRACTIONS

BATON ROUGE AFRICAN AMERICAN MUSEUM

The reopening of the Baton Rouge African American Museum marks a significant milestone in restoring an important cultural institution that celebrates the history, achievements, and contributions of African Americans in the Capital Region. Located at 805 St. Louis Street, the museum enriches the district's growing collection of cultural and heritage attractions, offering residents and visitors an opportunity to engage with stories that have shaped Baton Rouge and Louisiana.

DOWNTOWN CIVIL RIGHTS TRAIL

In 2026, the Downtown Development District launched the Downtown Civil Rights Trail Utility Box Initiative, transforming utility boxes throughout downtown into vibrant public art installations that highlight Baton Rouge's pivotal role in the Civil Rights Movement. Each installation features artwork and historical interpretation that honors local heroes, landmark events, and significant locations, creating a self-guided experience that brings these stories into the public realm. By blending public art with history, the initiative enhances downtown's walkability, expands cultural tourism, and ensures that Baton Rouge's civil rights legacy is visible and accessible to residents and visitors alike.



QUOTE FROM JOAN GARNER

CIVIL RIGHTS ACTIVIST & DAUGHTER OF JOHN GARNER

"It was a pleasure working with the DDD staff on the Downtown Civil Rights Trail for the planning and unveiling of the trail and trail system! The Black History Trail System is important in reclaiming the role that Baton Rouge played in the Civil Rights Movement, at both the local and national level."

Source: DDD



DOWNTOWN EVENTS

Attendance and impact from the River Center and other events.

1000+ EVENTS

TOTAL EVENTS DOWNTOWN

+800K VISITORS

DOWNTOWN MARDI GRAS SEASON

NIGHT MARKET BTR

15K ATTENDANCE; +2.5K INCREASE FROM 2025

52 FARMERS MARKETS

BREDA RED STICK FARMERS MARKETS
2.5K WEEKLY VISITORS

ECONOMIC IMPACT

-  RED STICK FARMERS MARKET: **\$6.7M**
-  BATON ROUGE BLUES FEST: **\$1.3M**
-  NIGHT MARKET BTR: **\$281.7K**
-  LIVE AFTER FIVE: **\$665.9K**
-  SPANISH TOWN PARADE: **\$4.2M**
-  LOUISIANA MARATHON: **\$5M**



QUOTE FROM LAURA SIU NGUYEN
NIGHT MARKET BTR FOUNDER

"Hosting Night Market BTR downtown means bringing thousands of people into the heart of the city for a night that celebrates AAPI culture, food, and community. Downtown is where Baton Rouge comes alive, and there's nothing like watching N. Fourth Street, with the Capitol rising in the background, fill with energy, lights, and people who might never have crossed paths otherwise."



QUOTE FROM J. HOVER
DOWNTOWN EVENTS COORDINATOR

"The events in downtown Baton Rouge are something you have to experience for yourself - the music, the people, and the shared energy of this community coming together are unlike anything else in the Capital Region"

RIVER CENTER

TOP EVENTS IN 2025

- LAINEY WILSON (2 nights)
- LEANNE MORGAN
- KEVIN GATES
- PRETTY WOMAN: THE MUSICAL
- ROCK ORCHESTRA BY CANDLELIGHT

ACCOLADES

- Grammy & CMA Award winner, Grand Ole Opry member
- Netflix breakout star, national touring comedian
- Platinum-certified & multiple Billboard Top 10 albums
- Based on the beloved blockbuster film, *Pretty Woman*
- Featured world-class classical musicians and vocalists

UPCOMING EVENTS

- ★ BROADWAY SHOWS
LEGALLY BLONDE, CLUE, JERSEY BOYS, THE WIZ
- 🎸 CONCERTS
KOE WETZEL, TY MYERS, GAVIN ADCOCK
- 🎤 COMEDY SHOWS
JOHN CRIST LIVE, JO KOY, GARY OWEN
- 🏒 HOCKEY
BATON ROUGE KINGFISH RETURNING IN 2026

COLLECTED TAXES

\$ STATE TAX
\$348,490.00

\$ CITY TAX
\$381,817.00

TOP PUBLIC EVENT ATTENDANCE

LOUISIANA MARATHON	115,000+
SPANISH TOWN PARADE	114,000+
LIVE AFTER FIVE	30,000+
4TH OF JULY FIREWORKS	30,000+
225 FEST	30,000+
BATON ROUGE BLUES FEST	21,000+
NIGHT MARKET BTR	15,000+
FESTIVAL OF LIGHTS	5,000+

ATTENDANCE BY VENUE

	2020	2021	2022	2023	2024	2025
ARENA	52,270	95,861	139,602	180,131	216,123	*159,124
EXHIBITION HALL	23,353	30,035	68,880	59,080	76,353	168,593
THEATER	NA	NA	65,826	74,165	91,789	63,791
BALLROOM	8,703	47,531	15,828	13,246	14,901	32,595
MEETING ROOMS	200	1,308	3,604	5,705	6,103	1,800
TOTALS	84,526	174,735	293,740	332,327	405,260	425,903

EVENTS BY VENUE

	2020	2021	2022	2023	2024	2025
ARENA	119	89	158	160	58	55
EXHIBITION HALL	18	13	46	25	31	10
THEATER	NA	NA	83	54	65	50
BALLROOM	17	68	18	16	19	36
MEETING ROOMS	1	6	40	8	9	9
TOTALS	155	176	345	263	182	160

* 2025 Data affected by six months of the United States Bowling Conference (USBC).

DOWNTOWN SAFETY

Police presence, crime trends, and security investments keeping downtown safe.



Source: DDD, BRPD

5TH DISTRICT

BATON ROUGE POLICE DEPARTMENT

The responsibilities of the Downtown Bike Patrol include patrolling the downtown area on bicycles assisting local business, employees, as well as daily visitors to our area. A night shift was recently implemented to the downtown area.

BUSINESS SAFETY + DE-ESCALATION TRAINING

In partnership with the Baton Rouge Police Department, the DDD offers proactive safety and de-escalation training to help downtown businesses enhance customer service, employee confidence, and overall preparedness. As part of our commitment to a vibrant downtown, we will continue expanding these training opportunities and resources for the business community.

DOWNTOWN HOMELESSNESS ASSISTANCE

Since November of 2025:

31

People Helped
Off the Streets

5

Abandoned
Emcampments Cleared



QUOTE FROM MAYOR SID EDWARDS
EAST BATON ROUGE MAYOR-PRESIDENT

"As Downtown Baton Rouge continues to attract new investment and opportunity, my administration remains committed to fostering that growth through a strong focus on safety, security, and the quality-of-life improvements that make downtown an attractive place to live, work, visit, and invest."



2.4%

BRPD CALLS ORIGINATING
FROM 5TH DISTRICT

SAFETY STATS



1.25K
LED Street Lights



2
New Spanish Town
Security Cameras



3
Extra Duty
Security Patrols

LED LIGHTING UPGRADES

The DDD, in partnership with Entergy and the City-Parish, upgraded more than 1,250 Central Business District street light fixtures to LED as part of a two-phase safety improvement effort. This effort responds directly to a survey finding on safety, which showed that downtown stakeholders reported a significant decline in their sense of safety from daytime to nighttime hours.



QUOTE FROM CHIEF THOMAS MORSE
EAST BATON ROUGE POLICE CHIEF

"Downtown Baton Rouge has long been an important priority for our department, and BRPD continues to make investments in Downtown, which includes increasing officer presence, advancing more public safety technology, and onboarding hundreds of new camera views made possible by public-private partnerships. A safe and thriving Downtown area propels growth in our city, and our Baton Rouge Police Officers love how their work adds to all there is to love about the city."

PARKING + TRANSIT

A quick look at downtown's parking supply and availability.

8,089 SPACES

TO PARK DOWNTOWN

3,828 PUBLIC

OFF-STREET PARKING

3,706 PRIVATE

OFF-STREET PARKING

555 ON-STREET

DOWNTOWN PARKING SPACES

11 PARKING GARAGES

LOCATED DOWNTOWN



PARK DOWNTOWN

Scan the QR code for downtown parking locations and information.

METERED ON-STREET PARKING

ENFORCED: 8 AM- 6 PM MON-FRI

**COST: \$0.25 PER 15 MINUTES /
2-HOUR MAXIMUM**

FREE:

- AFTER 6 PM DAILY
- WEEKENDS
- HOLIDAYS



Source: DDD, MOVEBR, BRT

NEED ASSISTANCE?

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 to discover their best parking option and plan ahead for events. If needed, the DDD is happy to assist.

BRT & MOVEBR

BUS RAPID TRANSIT

The BRT system is creating a faster connection between North Baton Rouge, downtown, and LSU. Currently under construction, 8 downtown BRT stations represent a \$1.7M investment in modern transit infrastructure.

MOVEBR PROJECTS

Through the City of Baton Rouge's MOVEBR program, millions of dollars are being invested in transportation improvements that will make downtown safer, more connected, and more walkable.

\$4.2M

MOVEBR Projects



MARKETING

How the DDD tells downtown's story through social media and press.

Source: DDD, Meta Business Suite, Mailchimp

THE DRIFT

The Drift newsletter is the ultimate downtown news resource, sharing key updates on events, developments, meeting agendas, and more. With an impressive weekly open rate, The Drift is the best way to stay in the know about everything occurring within the DDD as well.

NEWSLETTER STATS



SOCIAL MEDIA

The Downtown Development District uses social media to showcase downtown through engaging content and storytelling, connecting residents, visitors and stakeholders with everything happening in the district while highlighting downtown as a place to work, live, visit and invest.

SOCIAL MEDIA STATS

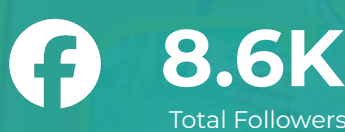


CATCH THE DRIFT

Subscribe to The Drift to stay updated and know whats happening downtown.

-  @downtownbatonrouge
-  @downtownbatonrouge
-  Downtown Development District of Baton Rouge

DDD SOCIAL STATS



DDD MARKETING

Rather than simply promoting downtown's amenities, the Downtown Development District has embraced a point-of-view marketing approach that invites people to imagine themselves living, working, and experiencing Downtown Baton Rouge. Through authentic storytelling, vibrant imagery, and lifestyle-focused content, the DDD showcases the unique energy, walkability, culture, dining, entertainment, and riverfront experiences that make downtown an exceptional place to call home, attend work or become a visitor.

AWARDS + RECOGNITIONS

A look back at earned recognition and awards over the past year.



Source: DDD

Best of 225 Awards

Downtown Baton Rouge continues to stand out as a hub of excellence, with multiple local businesses earning recognition in the Best of 225 awards. A consistent standout is the Watermark Hotel, which has claimed the top honor for seven consecutive years, reinforcing its reputation as one of the region's premier hotels. Other downtown businesses have also made their mark placing in the rankings.

225 Forward

DDD Executive Director, Whitney Hoffman Sayal, is featured in 225 Forward, a special section of 225 Magazine that highlights leaders shaping the future of the Capital Region. The feature spotlights her vision for Downtown Baton Rouge, commitment to thoughtful growth and placemaking, and the collaborative work with Plan Baton Rouge III underway to plan the next phase of downtown's future.

Business Report Best Places To Work

Multiple downtown businesses were recognized in the Business Report Best Places to Work awards, reinforcing Downtown Baton Rouge as a hub for strong workplace culture and career opportunity. This recognition highlights how downtown employers are at the center of work in the city, offering supportive and engaging environments for employees. Notable downtown honorees include Taylor Porter, Kean Miller, McGlinchey Stafford, Access Sciences, and more.

LCASLA Award

The Louisiana Chapter of the American Society of Landscape Architects awarded the Third Street Master Plan a Merit Award for its innovative approach to envisioning a greener, more walkable corridor, with art, parklets, other street amenities and an enhanced urban canopy.

International Downtown Association

DDD Executive Director, Whitney Hoffman Sayal, selected as an International Downtown Association (IDA) Board member at the 70th IDA conference and serves as the IDA Research Committee chair. In addition, DDD Development Project Director, Iboro Udoh spoke on a panel discussion regarding downtowns punching above their weight.

Mayor's Recognition and Proclamation

DDD Executive Director, Whitney Hoffman Sayal, was recognized by Mayor-President Sid Edwards on joining the International Downtown Association (IDA) Board of Directors in addition to her service in leadership to Downtown Baton Rouge.

Best of Baton Rouge Awards

Best Downtown Baton Rouge Bar: Mother's Lounge
Best Downtown Baton Rouge Restaurant: The Little Village
Best Specialty Cocktails: Mother's Lounge
Best Annual Event: Spanish Town Parade Party
Best Casino: The Queen Baton Rouge
Best Casino Entertainment: The Queen Baton Rouge
Best Casino Player's Club: The Queen Baton Rouge
Best Casino Sports Book: The Queen Baton Rouge
Best Casino Restaurant: 1717 Kitchen + Cocktails
Best Farmers Market: Red Stick Farmers Market
Best Bicycle Shop: Geaux Ride
Best Museum: Louisiana Art & Science Museum

Committees and Boards

Live After Five Inc.
River Center Project Oversight Committee
Complete Streets Committee
BREDA (Big River Economic & Agricultural Development Alliance)
International Downtown Association (IDA)
International Downtown Association's Top Issues Council
PBR III Advisory Committee
Partners Southeast
Ball Moss Committee
America 250 Committee
IDA Research Committee

100 - Year Celebrations

Watermark Hotel Building
Louisiana Art and Science Museum
The Taylor Building

20 - Year Celebration

Shaw Center for the Arts

DOWNTOWN RESOURCES

Tax credits and incentive programs
supporting development.

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 or 225-389-5520.

ECONOMIC INCENTIVES

5 YEAR PROPERTY TAX ABATEMENT ON IMPROVEMENTS TO STRUCTURES

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)

CAPITAL AREA FINANCE AUTHORITY

STATE BUSINESS INCENTIVES - BUSINESSES OF ALL SIZES

LED FASTSTART
Enterprise Zone
Angel Investor Tax Credit
Industrial Tax Exemption
Research & Development Tax Credit
High Impact Jobs
Federal Oppurtunity Zones
Motion Picture Production Program
Digital Interactive Media and Software Program
Entertainment Job Creation Program
Restoration Tax Abatement
Incentives Managment System



SCAN FOR MORE RESOURCES

Learn more at
downtownbatonrouge.org

STATE SMALL BUSINESS SPECIAL PROGRAMS

Bonding Assistance Program
Mentor-Protégé Program
Small and Emerging Business Development Program (SBDC)
State Small Business Credit Initiative (SSBCI)
STEP
Veteran Initiative
Pathway to Assit Veteran Entrepreneurs (PAVE)
CEO Roundtables
Strategic Research
Hudson Initiative
Louisiana Contractors Accreditation Institute
Louisiana Veterans First Business Initiative
Louisiana Growth Network

For additional information
contact Louisiana Economic Development 225.342.3000

DEVELOPMENT PARTNERS & CONTACTS

Downtown Development District
225-389-5520
www.downtownbatonrouge.org

East Baton Rouge City-Parish: General Information
225-389-3000
<http://brla.gov/>

Department of Public Works: Requesting Service/Information
Dial 3-1-1 or 225-389-3090
<http://311.brla.gov>

Department of Public Works: Traffic & Engineering
(Road Closures)
225-389-3246
<https://www.brla.gov/282/Traffic-Engineering>

Department of Public Works: Permit & Inspection
225-389-3205
<https://www.brla.gov/458/Permits-Inspections>

Department of Public Works: Maintenance
225-389-3158
<https://www.brla.gov/416/Maintenance>

Police Department
225-389-2000
<https://www.brla.gov/203/Police-Department>

Planning Commission & Historic Preservation
225-389-3144
<https://www.brla.gov/648/Planning-Commission>

Assessor's Office
225-389-3920
<http://ebrpa.org/>

Neighborhood Revitalization
225-389-8680
<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
225-925-2011
<http://www.batonrougewater.com/>

Recreation and Park Commission (BREC)
225-272-9200
<http://www.brec.org/>

Recycling Office/Environmental Services
225-389-4865
<https://www.brla.gov/890/Recycling-Office>

Visit Baton Rouge
225-383-1825
<https://www.visitbatonrouge.com/>

Mayor's Office of Homelessness Prevention
225-389-3100
<https://www.brla.gov/3190/Mayors-Office-of-Homelessness-Prevention>

East Baton Rouge Parish School System
225-922-5400
www.ebrschools.org

Library Information Service
225-231-3750 (Main Library)
<http://www.ebrpl.com/>

Baton Rouge Film Commission
225-382-3562
<http://www.filmbatonrouge.com/>

Downtown Cultural District and Impact Fee Waivers
Downtown Development District (DDD)
225-389-5520
www.downtownbatonrouge.org

Baton Rouge Economic and Business Development
The Greater Baton Rouge Economic Partnership
225-381-7125
<https://greaterbatonrouge.org/>

Baton Rouge Projects, Initiatives, and Research
Baton Rouge Area Foundation
22-387-6126
<http://www.braf.org/>

City-Parish Business, Housing, and Economic Development Incentives
& Programs
Build Baton Rouge - The Redevelopment Authority of EBR Parish
225-387-5606
<https://buildbatonrouge.org/>

State Housing, Disaster Recovery, and Community Development Programs
Louisiana Office of Community Development (OCD)
225-342-7412
<http://www.doa.louisiana.gov/cdbg/cdbg.htm>

State Housing Programs
Louisiana Housing Corporation (LHC)
225-763-8700
<http://www.lhc.la.gov>

State/Federal Historic Rehabilitation Tax Credits and Tax Abatement
Office of Cultural Development Division of Historic Preservation
225-342-7161
<https://www.crt.state.la.us/cultural-development/index>

State Business Expansion, Relocation, Start-Up Tax Credit & Incentive
Programs - Louisiana Economic Development (LED)
225-342-3000
<http://www.louisianaeconomicdevelopment.com/index/incentives>

Capital Area Transit System (CATS)
225-389-8920
<http://www.brcats.com/>

Baton Rouge Metropolitan Airport
225-355-0333
<http://flybtr.com/>

Capital Area Finance Authority
225-771-8567
thecafa.org

PLANNING + PERMITTING

Process maps for development and permitting.

PLANNING COMMISSION & DEPARTMENT OF DEVELOPMENT

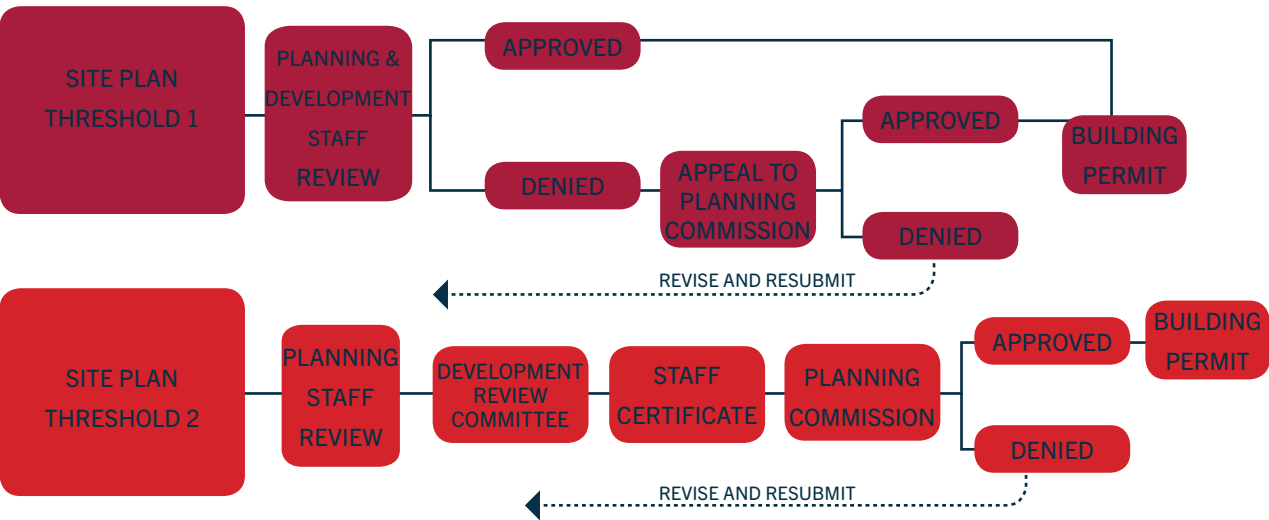
Site plan review is administered by the City-Parish Planning Commission and requirements include specifications on structural height, electrical/sewerage utilities, drainage, yard dimensions, traffic circulation, access and the location and/or orientation of the building, air conditioning units, loading 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- 3198
Rachael Lambert

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

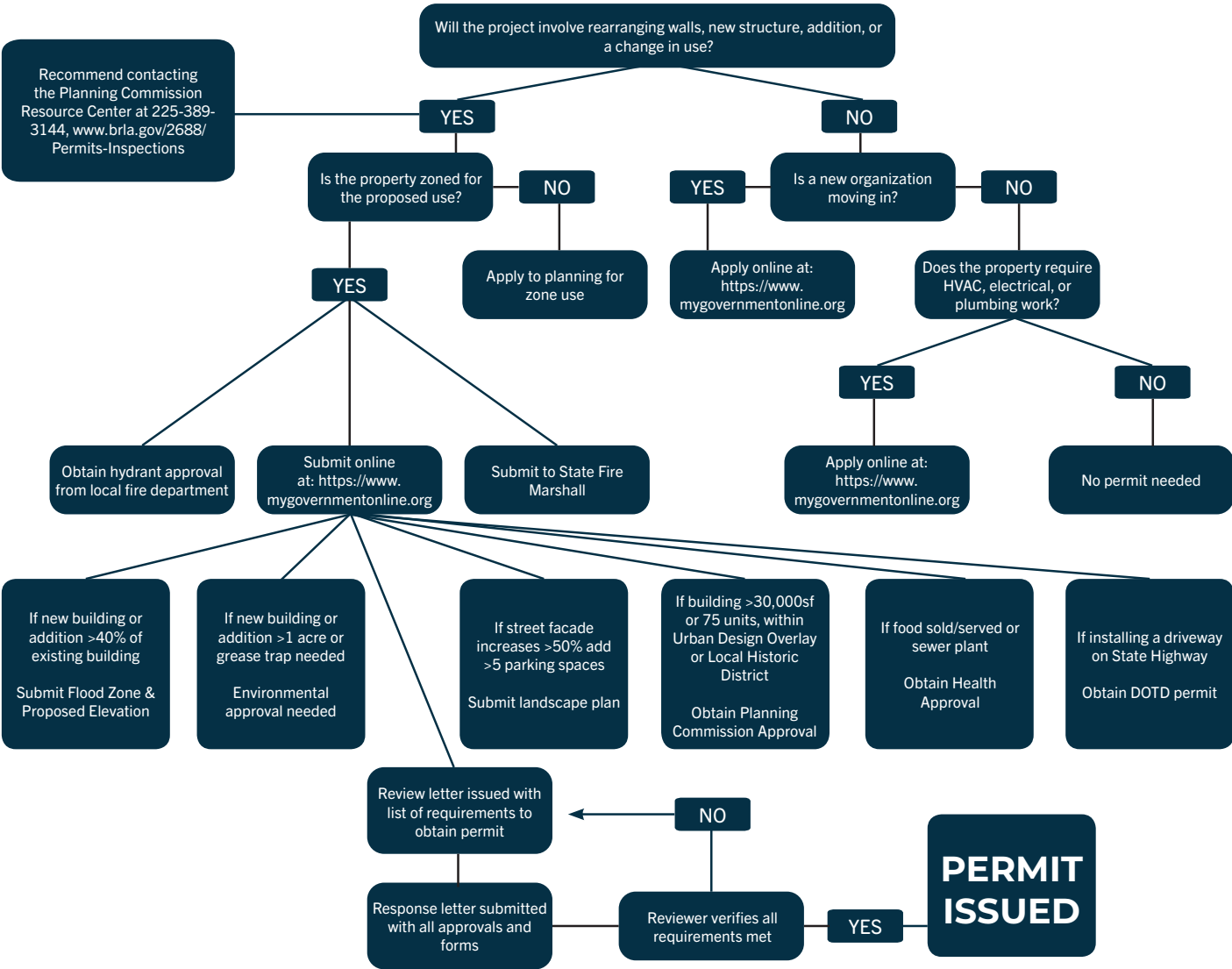
SITE PLAN REVIEW PROCESS



PERMITTING

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.

COMMERCIAL BUILDING PERMIT PROCESS





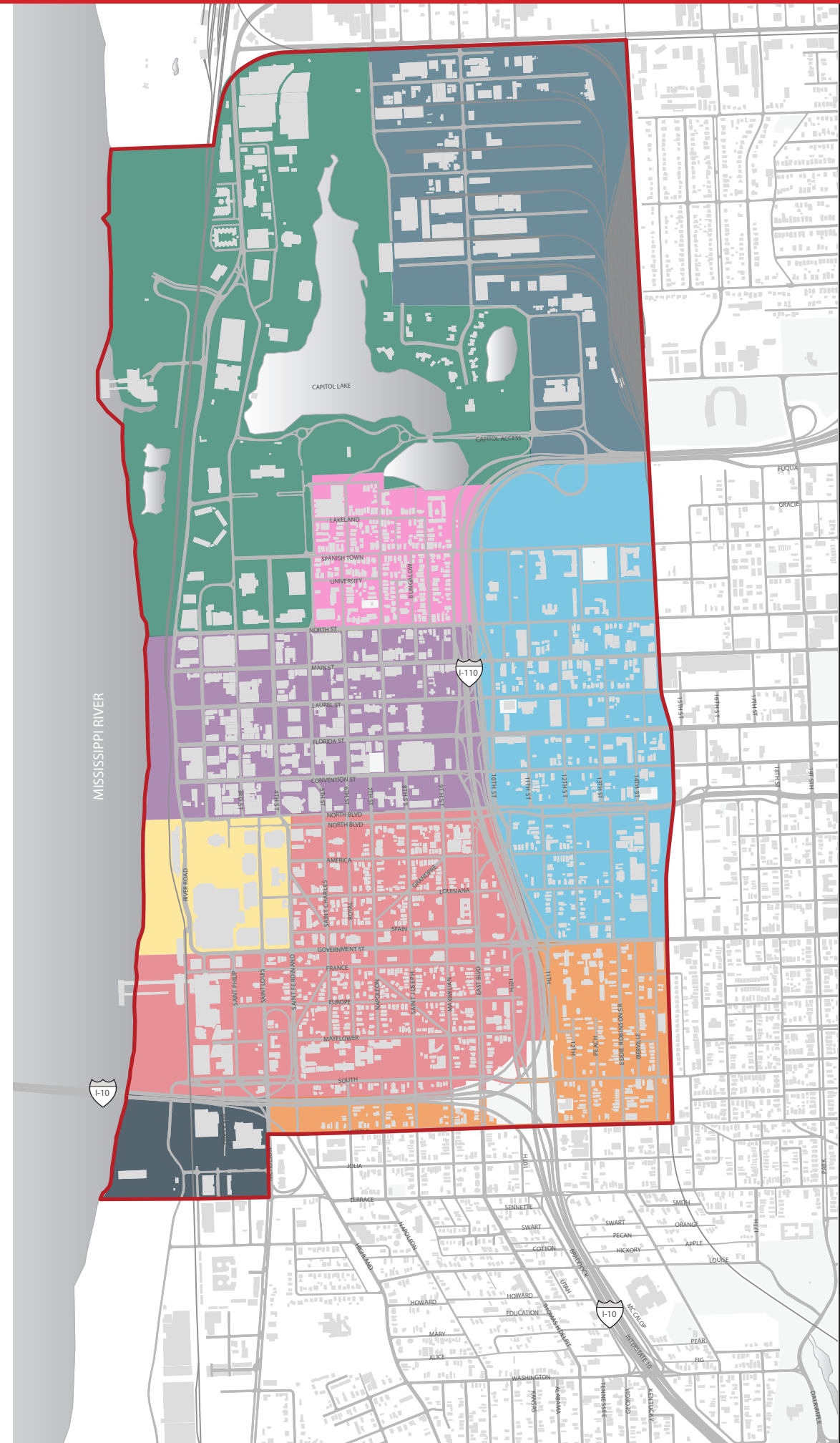
DDD BOUNDARY

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 Chocoway 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

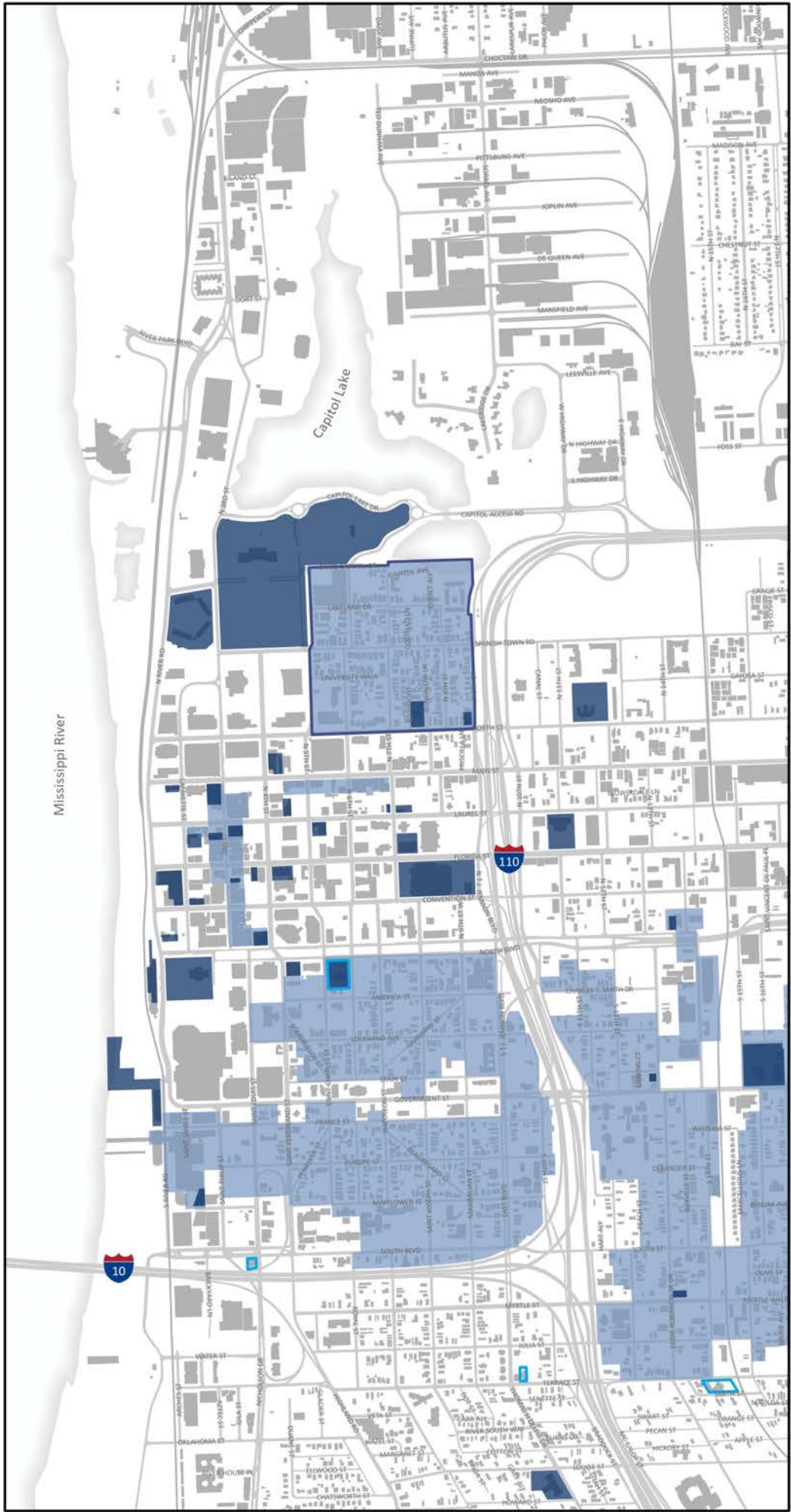
LEGEND

- Capitol Area
- Industrial Park
- Spanish Town
- Downtown East
- Central Business District
- City Center
- Beauregard Town
- South Baton Rouge
- Water Campus

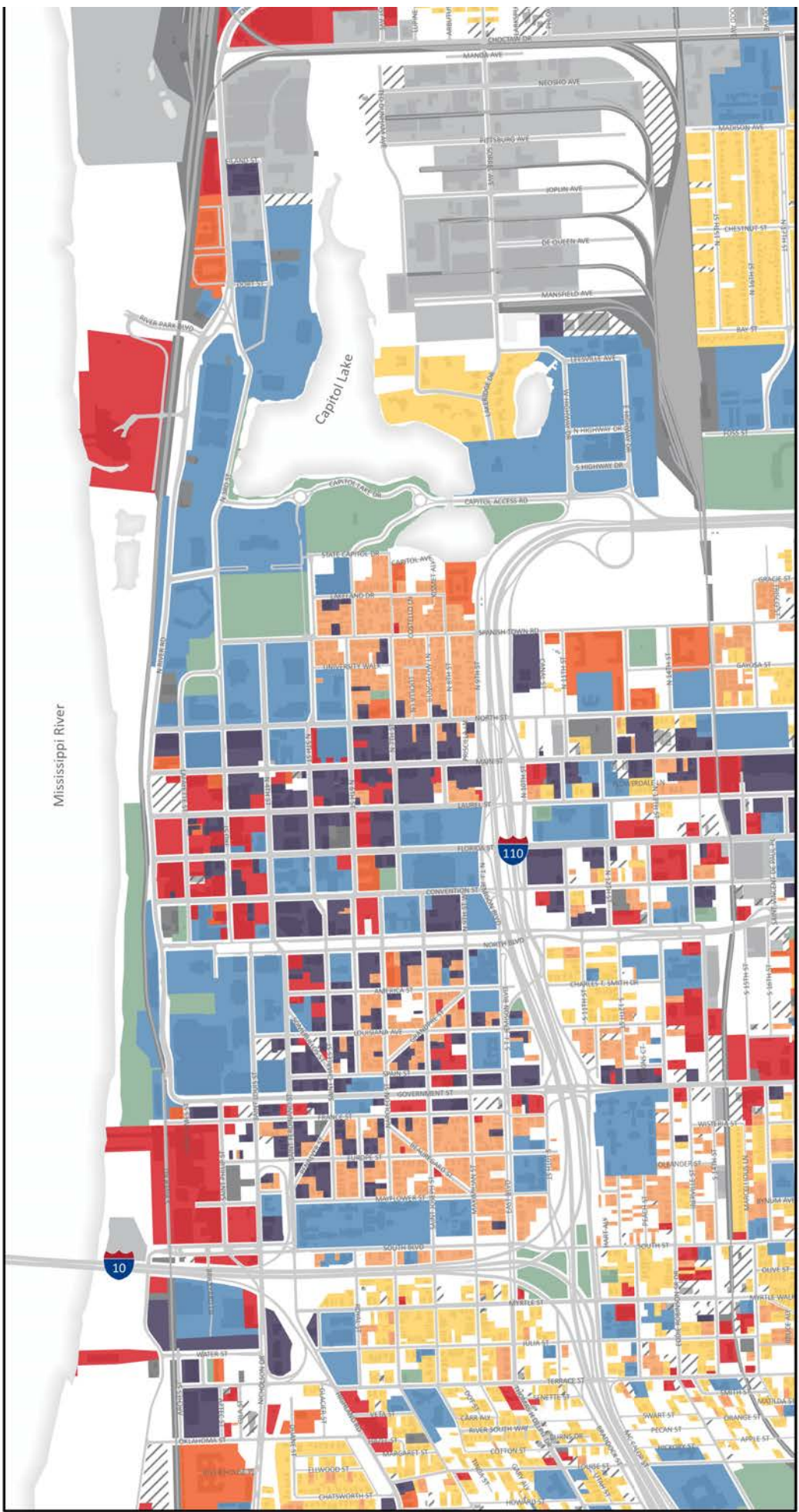
The Downtown Development District has several unique, architecturally and culturally vibrant character areas and neighborhoods. These include Historic Spanish Town, Historic Beauregard Town, Central Business District, Downtown East, the Capitol Area, Industrial Park, City Center, South Baton Rouge, and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



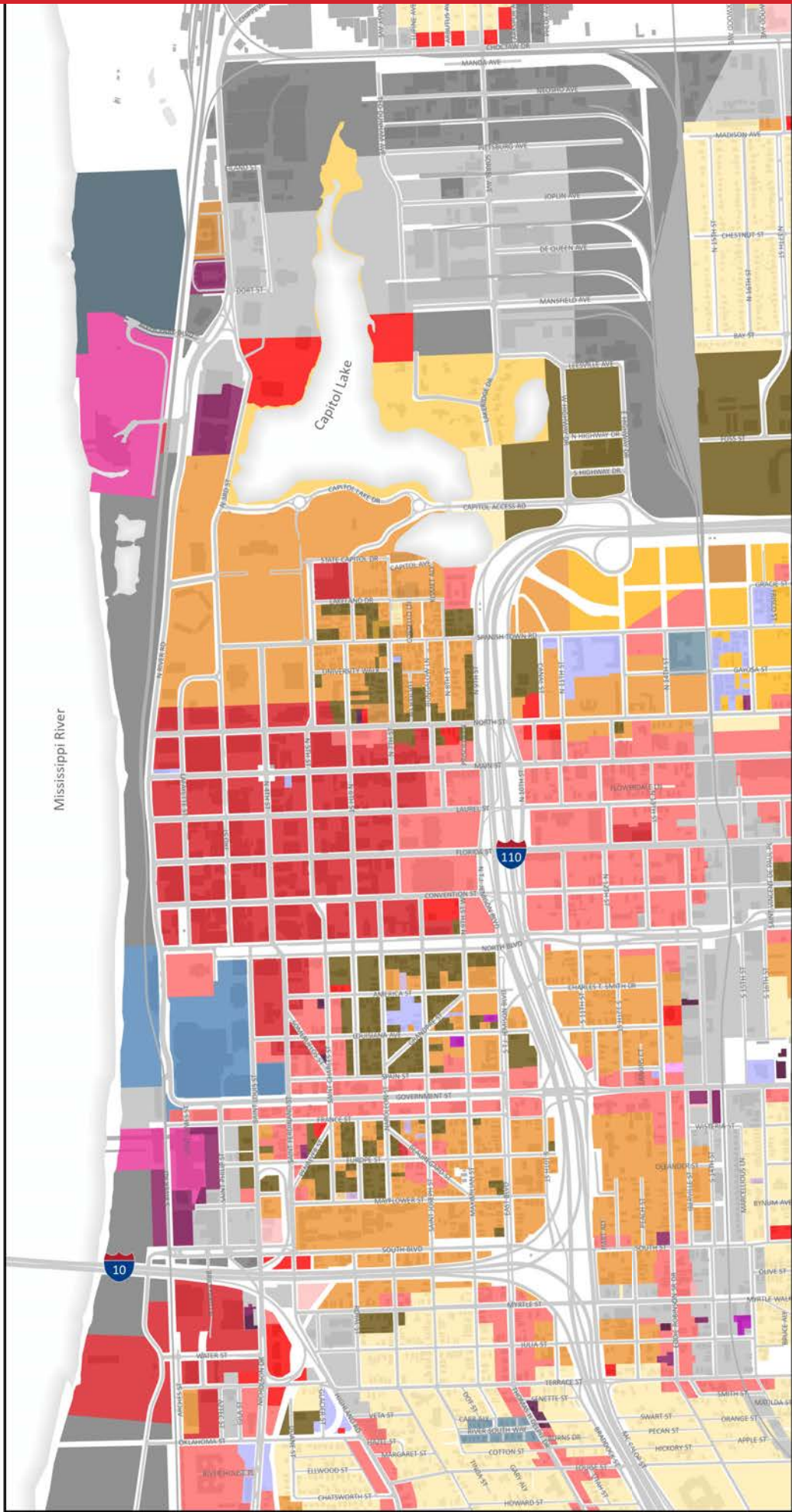
MAP NTS



SCALE: 1:20000



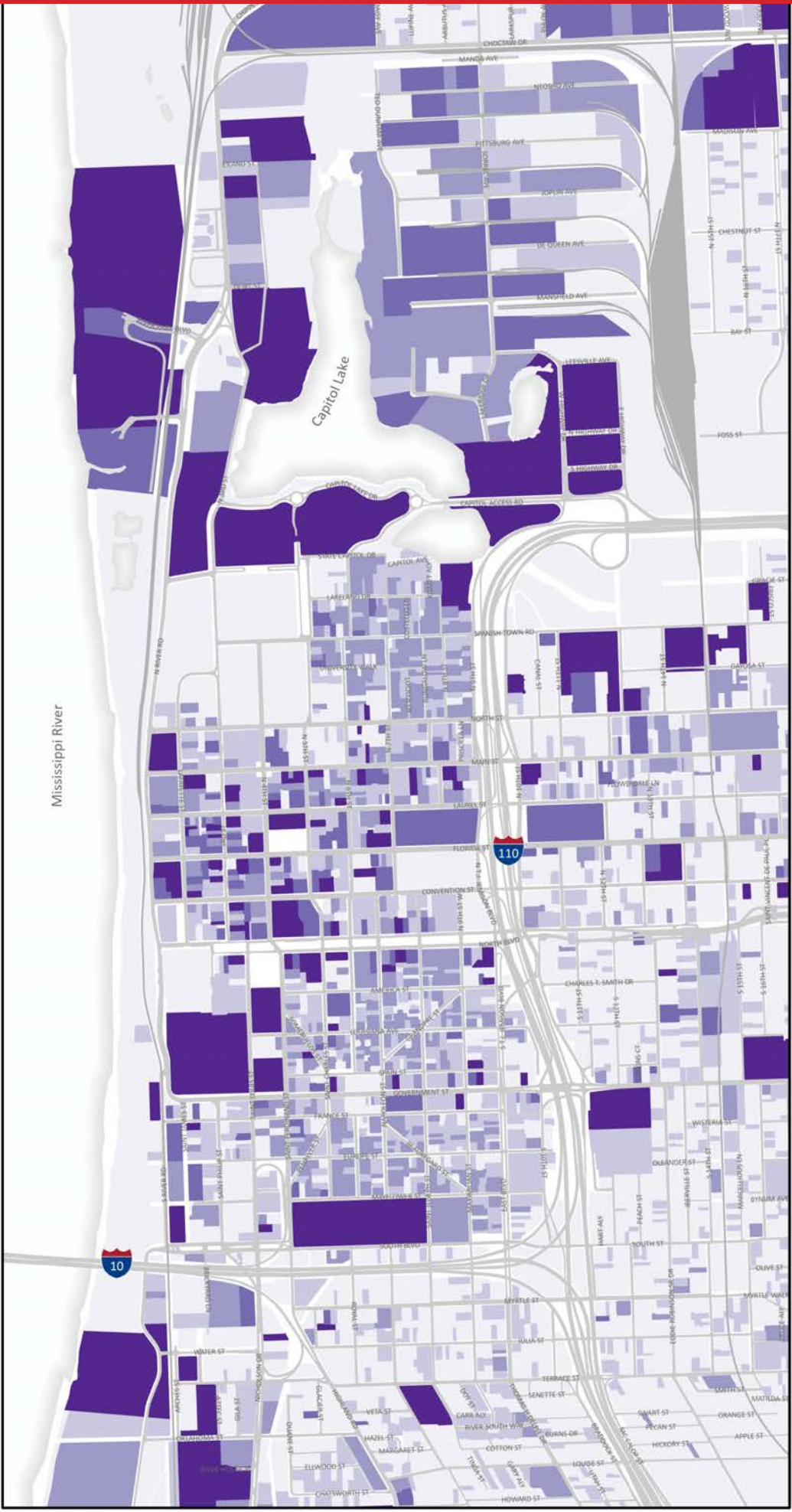
SCALE: 1:20000



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



PARCEL VALUE ASSESSMENTS

LEGEND

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



SCALE: 1:20000



DOWNTOWN POPULATION COMPOSITION

Baton Rouge's Downtown grew over 25% from 2010 to 2020 Census. In the decade the CBD blocks saw a 1,298% increase in residents.

LEGEND		DDD TOTAL
White	●	1,717
Black	●	1,652
Asian	●	86
Other	●	247
ALL		3,711

CAPITOL AREA

White	104
Black	171
Other	11
Total	286

INDUSTRIAL PARK

White	0
Black	4
Other	1
Total	5

SPANISH TOWN

White	596
Black	232
Other	87
Total	915

DOWNTOWN EAST

White	155
Black	616
Other	51
Total	822

CBD

White	468
Black	108
Other	138
Total	714

Beauregard Town

White	364
Black	163
Other	35
Total	562

South Baton Rouge

White	30
Black	358
Other	19
Total	407

NUMBER OF VISITS

650,276 - 937,771
377,823 - 650,276
189,701 - 377,823
61,967 - 189,701
< 61,967

- 1 LOUISIANA STATE CAPITOL
- 2 440 COMMERCE BUILDING
- 3 RIVER SCULPTURE
- 4 LSU MUSEUM OF ART & MANSHIP THEATRE
- 5 OLD STATE CAPITOL
- 6 LASM
- 7 RAISING CANES RIVER CENTER
- 8 USS KIDD



This heat map depicts how often downtown areas were visited in 2025. 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 the Placer.ai software, 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.



**Downtown
Off-Street Parking**

-  Parking Lots
-  Parking Garage

- ① State Welcome Center Garage
- ② LaSalle Garage
- ③ One American Place Parking Garage
- ④ Galvez Garage
- ⑤ Rivermark Centre Garage
- ⑥ 3rd Street Garage
- ⑦ City Plaza Parking Garage
- ⑧ River Center Garage - East
- ⑨ River Center Garage - West
- ⑩ Belle of Baton Rouge - S River Rd Garage
- ⑪ Belle of Baton Rouge - Mayflower Garage



DDD STAFF

Who we are, what we do, and the team behind downtown's growth.

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.

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
- » AMANDA SANTOS | Intern

DDD COMMISSION

- » PATRICK MICHAELS | Chairman
- » PHILIP JORDAN | Vice Chairman
- » JOSHUA G. HOLLINS | Treasurer
- » GARY BLACK | Secretary
- » ERIC DEXTER
- » SUZANNE TURNER
- » GARY JUPITER

WHAT WE DO

- » ECONOMIC DEVELOPMENT
- » STAKEHOLDER ENGAGEMENT/FACILITATION
- » GOVERNMENT/STAKEHOLDER LIASION
- » DATA COLLECTION & MONITORING
- » REPRESENT PROPERTY OWNERS
- » MARKETING & PUBLIC INFORMATION
- » EVENT & PUBLIC SPACE MANAGEMENT
- » NEIGHBORHOOD ENGAGEMENT & SECURITY
- » EVENT & PUBLIC SPACE MANAGEMENT
- » PROJECT MANAGEMENT
- » ADVOCACY



THANK YOU

Downtown Baton Rouge's continued growth is made possible through the collaboration and commitment of countless partners who understand the importance of a thriving and vibrant downtown. We extend our sincere appreciation to the private developers, business owners, public agencies, nonprofit organizations, and community leaders whose investments, advocacy, and support help move our district forward. We are especially grateful to Mayor-President Sid Edwards, the Metropolitan Council, and our state leaders for their continued partnership and support of efforts to strengthen Downtown Baton Rouge and enhance the quality of life and economic competitiveness of our region.

HONORABLE MAYOR-PRESIDENT SID EDWARDS

- » LON VICKNAIR | Chief of Staff
- » CHRISTEL SLAUGHTER | Chief Advisor
- » JEFFERY LEDUFF | Assistant Chief Administrative Officer
- » WILLIAM DANIEL | Assistant Chief Administrative Officer
- » MASON BATTS | Executive Director

EAST BATON ROUGE CITY-PARISH METROPOLITAN COUNCIL

- | | |
|-------------------------------|---------------------------------|
| » BRANDON NOEL District 1 | » TWAHNA P. HARRIS District 7 |
| » ANTHONY KENNEY 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
- » TERRY LANDRY JR. | LA District 67
- » LARRY SELDERS | Senate District 14 (1982-2026)

APPENDIX

INVESTMENT	
Total Investment.....	DDD
Invested Since 2010.....	DDD
Downtown Property Value.....	Office of the Assessor
Land & Value Assessment.....	Office of the Assessor
Major Development Projects	DDD
EXPERIENCE	
Visitor Frequency.....	PlacerAI
Event Season Attendance.....	PlacerAI
Visitor Heatmap.....	PlacerAI
College Town Impact.....	PlacerAI
Legislative Impact.....	PlacerAI
BUSINESS	
Businesses Downtown.....	EBR Finance
Downtown Jobs.....	EBR Finance
Casino Investment.....	DDD
Visitors.....	PlacerAI
Top Industries.....	LEHD on the Map
Worker Profile.....	PlacerAI
OFFICE	
Price Per Square Foot.....	TRENDS Report
Occupancy Rate.....	TRENDS Report
Class A Occupancy & Price.....	TRENDS Report
Class B Occupancy & Price.....	TRENDS Report
Knowledge Industry Growth.....	IDA Report
Worker Home Destination.....	LEHD on the Map
RESIDENTIAL	
Residential Investment.....	DDD
Growth Rate.....	US Census
Occupied Housing.....	PlacerAI
Downtown Population.....	PlacerAI
CBD Residential Occupancy.....	DDD
Resident Profile.....	PlacerAI/Census Tracts
Average Home Sales.....	MLS Data
HOSPITALITY+ TOURISM	
Hotel Investment.....	DDD
Downtown Hotels.....	Visit Baton Rouge
Average Daily Rate.....	Visit Baton Rouge
Average Occupancy Rate.....	Visit Baton Rouge
Most Popular Month.....	Visit Baton Rouge
Docking+ Visitors.....	Visit Baton Rouge
Daily+ Monthly Visitors.....	PlacerAI
Attraction Attendance.....	DDD
GREENSPACE	
Greenspace Timeline.....	DDD
Mobility Scores.....	2023 IDA Report (International Downtown Association)
Greenspace Investment.....	DDD
Tree Equity Score.....	Tree Equity Score
Traffic Pin.....	PlacerAI
ARTS+ CULTURE	
Cultural Amentities.....	DDD/EBR Information Services

EVENT+ RIVER CENTER	
Total Yearly Events.....	DDD
Event Attendance.....	PlacerAI
Event Economic Impact.....	Visit Baton Rouge
Top Public Events.....	PlacerAI
Top 5 River Center Events.....	Raising Cane’s River Center
Attendance by Venue.....	Raising Cane’s River Center
Event by Venue.....	Raising Cane’s River Center
Collected Taxes.....	Raising Cane’s River Center
SAFETY	
Police Officers.....	BRPD
Violent Crime.....	BRPD
Security Cameras.....	DDD
Homeless Assitance.....	Mayor's Office
Street Lights.....	DDD
PARKING + TRANSIT	
Downtown Parking.....	DDD/EBR Informational Services
Bus Rapid Transit.....	DDD
MoveBR.....	DDD
MARKETING	
Total Impressions.....	DDD/Meta Business Suite
Social Media Followers.....	DDD/Meta Business Suite
Newsletter.....	DDD/Mailchimp
RESOURCES	
Tax Credits.....	DDD/LA CRT/LED/CAFA/EBRPC
PLANNING+ PERMITTING	
Process Maps.....	EBR Department of Development /EBR Planning Commission
MAPS	
Boundary	DDD/EBR Information Services
Downtown Character Areas.....	DDD/EBR Information Services
Historic Development.....	DDD/EBR Information Services /Planning Commission
Existing Land Use.....	DDD
Zoning Districts.....	DDD/EBR Information Services /Planning Commission
Parcel Value Assessment.....	DDD/Assessor’s Office /EBR Information Services
Downtown Population Composition....	DDD/EBR Infomation Services /US Census
Number of Visits	PlacerAI
Downtown Off-Street Parking.....	DDD



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