



Metro Baton Rouge At A Glance

Welcome to Baton Rouge, Louisiana's capital city. Not so very long ago, Baton Rouge was just another sleepy river town, but in recent decades several hundred thousand residents have grown with the city and are pleased to call Baton Rouge home. A colorful community rich in heritage, character and charm, Baton Rouge has emerged to rank as America's 65th largest Metropolitan Statistical Area (MSA). As the farthest inland deep water port on the Mississippi River, it serves as a major center of commercial and industrial activity. The well-known hospitality and vigor of Baton Rouge are the result of a unique population of spirited residents united with the center of the state's government, university, and business enterprises.

<p>Location In East Baton Rouge Parish on the east bank of the Mississippi River in south-central Louisiana.</p>	<p>Median Household Income 2009 East Baton Rouge Parish \$44,998 2009 City of Baton Rouge \$36,917</p>
<p>Government The City of Baton Rouge and Parish of East Baton Rouge are jointly administered by the Mayor-President and a 12-member Metropolitan Council. The cities of Baker, Central, and Zachary are incorporated with their own governing boards. The City-Parish Planning Commission guides growth and development for the Parish, and coordinates implementation of the comprehensive plan, the Horizon Plan.</p>	<p>Total Civilian Labor Force 2009 East Baton Rouge Parish 228,939</p> <p>Unemployment Rate 2010 Unemployment Rate East Baton Rouge Parish 7.9%</p> <p>Higher Education Facilities and Enrollment Louisiana State University 28,771 Southern University 7,631 Baton Rouge Community College</p>
<p>Population US Census Bureau City of Baton Rouge (2010) 229,493 East Baton Rouge Parish (2010) 440,171</p>	<p>Housing 2010 Total Housing Units City of Baton Rouge 100,801 East Baton Rouge Parish 187,353</p>
<p>Land Area City of Baton Rouge 76.8 sq. miles 49,152 acres East Baton Rouge Parish 453 sq. miles 291,475 acres</p>	<p>2009 Median Value of Owner-occupied units City of Baton Rouge \$157,100 East Baton Rouge Parish \$165,000</p> <p>Mean Travel Time to Work City of Baton Rouge (2009) 20.7 minutes East Baton Rouge Parish (2009) 22.6 minutes</p>

Transportation

Air

Baton Rouge Metropolitan Airport is located about five miles north of the city center. Five airlines serve Baton Rouge and transport more than 1 million passengers each year.

Highways

Interstate 10 | Interstate 12 | Interstate 110

U.S. 61 | U.S. 190

About 1,809 miles of roadway currently exist in East Baton Rouge Parish.

Port

The Port of Baton Rouge has recently been expanded and upgraded with extensive storage facilities. It ranks fourth in the nation in waterborne commerce. The Port is the farthest inland deep water port on the Mississippi River and the Gulf of Mexico.

Rail

Railroad freight service is provided by four major rail lines.

Top Employers

The following employers are the largest in the Baton Rouge area, each employing more than 1,000 people:

Louisiana State Government

Turner Industries

Louisiana State University

East Baton Rouge Parish School System

City-Parish Government

Exxon Mobile Chemical Co.

The Shaw Group

Our Lady of the Lake Medical Center

Performance Contractors

Sources

U.S. Census Bureau ● Louisiana State Department of Labor ● Greater Baton Rouge Chamber of Commerce ● Baton Rouge Area Convention and Visitors Commission ● Louisiana State University ● Southern University ● Louisiana Tech University ● The Horizon Plan

Education

Schools, East Baton Rouge Parish (2010)

East Baton Rouge Parish has 195 schools, including public, non-public, and Montessori. The schools serve 140,333 students from the non-graded through high school.

The City of Baton Rouge has four business colleges, two trade schools, a community college, and two state schools for sight and hearing impaired students.

Two schools of nursing and several corporate and university research and applied science facilities are located in Baton Rouge.

Employment Profile

Employment by Type of Industry, East Baton Rouge Parish (2009)

Manufacturing	7.2%
Construction	7.1
Agriculture, forestry, fishing and hunting and mining	0.7
Transportation	3.7
Wholesale Trade	2.7
Retail Trade	10.1
Educational services, and health care, and social assistance	25
Finances, Insurance, Real Estate	6.5

Sports and Leisure

The tourism industry has been growing and now annually attracts about 1.9 million visitors who seek out the state capital's images of the antebellum South, historic battlefields, the vast and distinctive natural landscapes, Mardi Gras parades and local music and arts festivals.

For other events and attractions visit the Baton Rouge Area Convention and Visitors Bureau at

www.batonrougetour.com.

The city supports an active arts and theater scene that includes the Baton Rouge Symphony and Baton Rouge Little Theater.

Especially exciting are those fall weekends when the LSU Tigers or Southern Jaguars host a football game. Baton Rouge is home to the Baton Rouge River Bats, a professional baseball

For more information, contact the City-Parish Planning Commission, P.O. Box 1471, Baton Rouge, LA 70821 ● 1755 Florida Street, Third Floor
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