

Village Square Shopping Center Baton Rouge, Louisiana



**Wal-Mart Project of the Year
for 2004**

**A Bright-Meyers
Development Project**





With Village Square, Bright-Meyers undertook a complete redevelopment of a thirty year old shopping center formerly anchored by Service Merchandise. The redevelopment involved assembling additional properties, terminating many leases and relocating four existing businesses. The underlying land ownership also presented hurdles because the Service Merchandise parcel was owned separately and the bankruptcy of Service Merchandise presented complications.

The redevelopment required site plan approval from the city of Baton Rouge. There were extensive negotiations with the city and frequent meetings with neighborhood groups. Major road improvements were required.

Bright-Meyers was able to overcome all the obstacles and the redeveloped center opened in the fall of 2004. Village Square now features a 191,000 square foot Wal-Mart Supercenter and an Office Depot.

Bright-Meyers was awarded Wal-Mart's national 2004 Project of the Year Award for Village Square.

FOR LEASING INFORMATION CALL: 800-446-3289



Bright-Meyers Development

Fletcher Bright Company
(423)755-8830

Meyers Brothers Properties LLC
(404)252-1499

Baton Rouge, Louisiana

Aerial Map



Wal-Mart



Albertson's



Lower half of competition labels indicate square footage of store

12,300

Traffic counts are indicated by yellow boxes

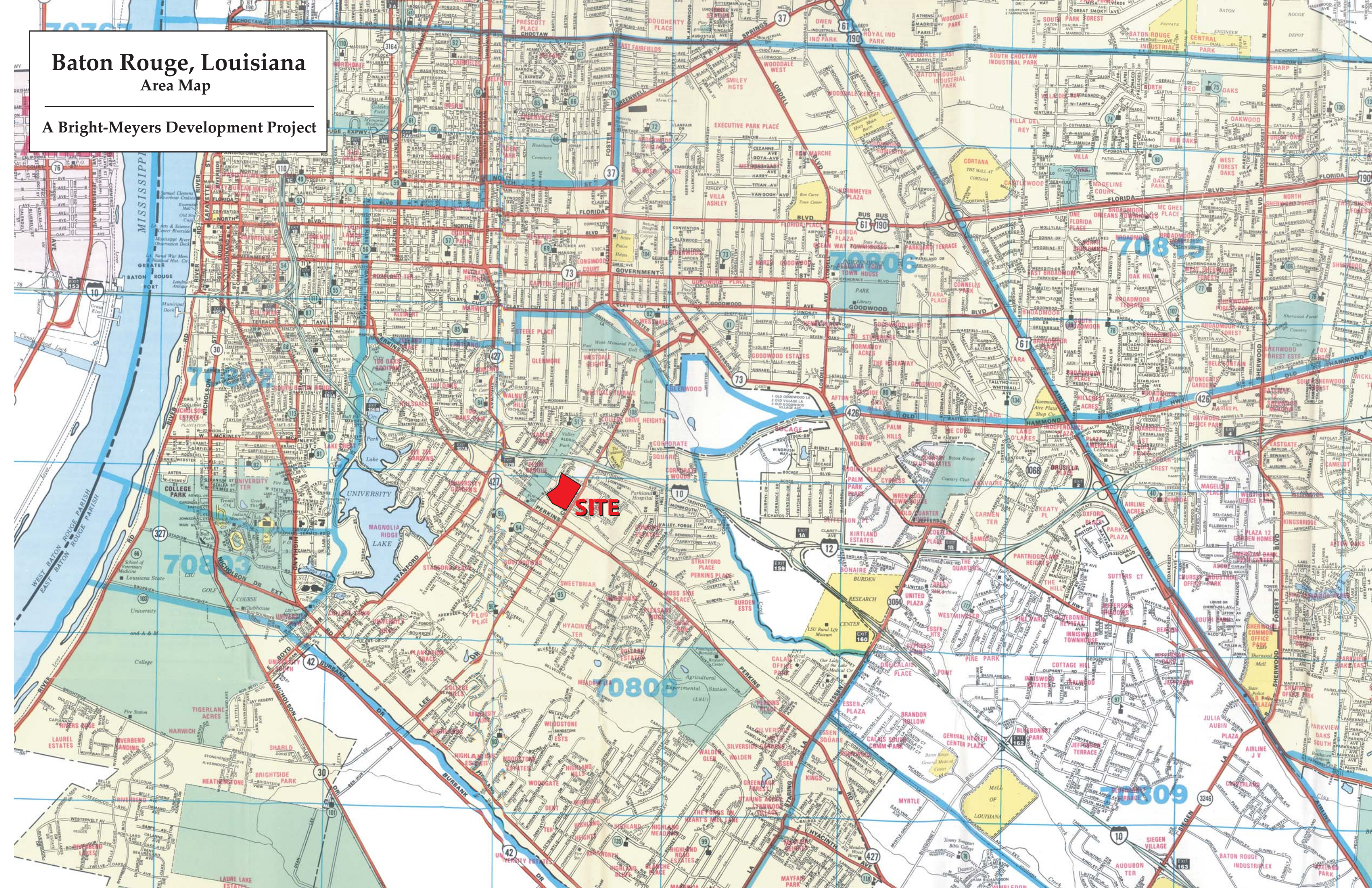
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Baton Rouge, Louisiana

Area Map

A Bright-Meyers Development Project



Baton Rouge, Louisiana

Competition And Traffic Map

Wal-Mart

Albertson's

Winn Dixie

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12,300 Traffic counts are indicated by yellow boxes

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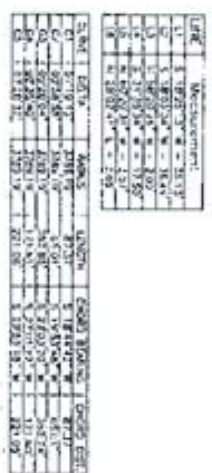


VILLAGE SQUARE DEMOGRAPHICS

Baton Rouge, LA

	3 MI RING	5 MI RING	10 MI RING
2012 Population	83,284	180,132	396,389
2000 Population	81,695	172,989	367,178
00-12 % Population Change	2%	4%	8%
2012 Households	37,004	76,315	156,537
2012 Average Household Income	\$70,643	\$64,204	\$67,265

Coordinates: 30.4164, 91.1433

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Economic Growth

The Future Is Now!

Onward and upward! For more than a decade, Baton Rouge has enjoyed a strong economic upswing that has provided a period of unfettered economic growth. Historically strong areas of the local economy such as petrochemical, distribution, governmental, service and healthcare industries have not only maintained, but exceeded customary contributions to the Baton Rouge economy—furnishing a powerful base on which to expand. Meanwhile, other areas of the economy such as research and development, telecommunications, and Internet technology have experienced unprecedented growth, providing Baton Rouge with new opportunities to benefit on a national and international level from an active economy. The result of this economic diversification has been a job market that has led the state in 27 of the past 30 months, and a profusion of national companies seeking to expand into the Baton Rouge area. This growth has helped create significant increases in consumer confidence and economic activity. An advanced telecommunications infrastructure, major universities, and diverse workforce make Baton Rouge attractive to new businesses, and the frenzy of growth in Baton Rouge is generating excitement nationwide. *Entrepreneur Magazine* and *Dun and Bradstreet* recently ranked Baton Rouge #3 on their list of top cities for small business starts and *Inc. Magazine* ranked the capital city #10 in a similar category. A recent *Forbes* ranking placed Baton Rouge at #58 on the list of best places in the U.S. to

locate new industry. Baton Rouge consistently ranks very highly for site selection for new businesses with many top national site consultants.

The Chamber of Greater Baton Rouge is also involved with spearheading a regional economic plan based on competitive industry “clusters”, an innovative concept allowing communities to integrate companies, local government, physical infrastructure, investment capital and other resources to create long term prosperity. Industries share common markets, suppliers and reliance on workers with similar skills. This revolutionary approach allows the region to leverage similar sectors of the economy resulting in an internationally competitive marketplace. The nature and health of the Baton Rouge economy makes the community ideal for this plan, in conjunction with other cities along the Gulf Coast.

Promoting and assisting economic development in the Greater Baton Rouge area is a major priority of The Chamber, and as such, we are proud to play a leading role in attracting new business and assisting the expansion of existing business in the Baton Rouge area.

Business Sector Profiles

The Baton Rouge economy has evolved in a way that practically ensures stability and prosperity. From the earliest beginnings of Baton Rouge as a river port and an agriculturally-based economy, to the mainstay of petrochemical industry and massive state government presence, to technology-driven research parks, institutes and incubators prevalent in today's economic forecast, Baton

Interesting Facts: *Crawfish produced in Louisiana is exported to foreign countries such as Sweden, Denmark, Norway, and France, as well as across the United States.*

**WE ARE
BR!**

Rouge has maintained a multi-faceted, diverse economy. This versatility has served Baton Rouge well over the years—even as other areas of the nation and state experienced economic downturns, Baton Rouge residents have enjoyed a stable economy. In fact, East Baton Rouge Parish presently has the second highest income per capita in Louisiana, and an unemployment rate that hovered around four percent over the past two years.

Manufacturing and Distribution

From the time of Iberville, Baton Rouge has looked to the river as a means of connection with the rest of the nation. This is still the case, as Baton Rouge is home to the nation's seventh-largest deepwater port. Located on the west bank of the Mississippi, the Port of Greater Baton Rouge handles approximately 67 million short tons of cargo annually, is served by more than 50 barge and steamship lines, and caters to a large international clientele.

The river that was the basis for the colonization of Baton Rouge proved once more to be a priceless resource in 1909, when the first major oil refinery chose Baton Rouge as the perfect location for a large refinery and forever changed the economy of the city. Due to the presence of the inland deepwater port with easy access to foreign and domestic oilfields as well as international markets, large petrochemical plants have turned to Baton Rouge to build refineries and manufacturing plants. The Baton Rouge area is internationally renowned as a power in the petrochemical industry, and ranking second in the United States in the refining and shipping of chemicals has also boosted Baton Rouge to national prominence. More than 100 plants are now located up and down the river around Baton Rouge, providing the city with more than 13,000 jobs. The presence of these plants leads to a vast number of associated industry and service jobs.

Research and Technology

The advent of technology and research has endowed Baton Rouge with yet another economic outlet which will



PHOTO BY: KLEINPETER STUDIO

carry the city into the next century. Louisiana State University has always been home to top academic research professionals with its distinction as a Research I University, and continues to produce a wealth of high level research in all areas of science and business technology.

The J. Bennett Johnston Sr. Center for Advanced Microstructures and Devices is an extremely advanced institution providing an environment in which technology-based companies can develop and test products and equipment destined to change the future. The 126-acre facility features a \$20 million electron storage ring emitting high-intensity X-rays used for research in physics and chemistry. CAM-D also develops new applications of microfabrication for commercial clients such as IBM, and supports exploration of new techniques in manufacturing computer microchips and miniature mechanical devices.

Research of international renown takes place at Pennington Biomedical Research Center. The focus of this biomedical mecca is a single mission—promoting healthier lives through research into nutrition and preventive medicine, attacking chronic illnesses such as diabetes, heart disease, and obesity before they become lethal. Discoveries made at Pennington have led to the development of compounds and diets that impact the lives of people worldwide.

As Internet technology continues to revolutionize modern society, Baton Rouge is once again in position to capitalize on internal resources and put this phenomenon to work for the local economy. Located on a major regional fiber optic hub, Baton Rouge area is the perfect place for high-tech research and commercial industry, and this potential is not going untapped. Technology parks and data centers located in the Baton Rouge area are creating an "Internet Corridor" in the state. By capitalizing on ultra high-speed Internet connectivity and a solid technological infrastructure, Baton Rouge is positioning itself as a high-growth environment for e-business. The city's resources in this area allow Louisiana companies to compete on an international level in the fast-paced digital economy, and provide the data capa-

bilities attractive to large corporate employers. In Baton Rouge, the future is now!

Government and Education

For more than 150 years Baton Rouge has been the center of legislative and governmental activity in Louisiana. The 62,000 government employees that live and work in the Greater Baton Rouge area have a tremendous impact on the local economy. Spending on goods and services by state government alone pumps \$260 million into Baton Rouge annually. New state governmental buildings presently being built in Baton Rouge's downtown district bring the promise of immense retail and commercial success to this area.

In addition to state, city/parish and federal government, Baton Rouge profits from the presence of two major universities, Louisiana State University and Southern University. The schools attract approximately 42,000 students to the area and thousands of visitors each year. The universities employ nearly 10,000 employees and maintain payrolls totaling over \$300 million.

Natural Resources

Historically, many of the aspects of the Baton Rouge economy have been derived from Louisiana's rich supply of natural resources, and still play a role today. Agriculture, aquaculture and other natural products have played an important role in Baton Rouge economy for generations, and continue to do so today.

Louisiana is ranked as a top ten producer of many valuable crops. The state ranks second in the nation in sugar cane production, second in sweet potatoes, third in rice, fifth in pecans, sixth in cotton, and eighth in sorghum grain. The Baton Rouge area provides a great deal of this agricultural bounty, with over 150,000 acres of farmland producing nearly \$38 million in crops.

Crawfish is the nation's largest domestic aquaculture industry, and Louisiana accounts for 90% of the annual U.S. harvest. Crawfish farms in the state produce over 40 million pounds of "mudbugs" each year. A heightened national demand for crawfish has resulted in the expan-

sion of crawfish farms and enhanced research into growth and cultivation of this valuable resource at LSU's Agricultural Center. The rivers, bayous, and coastal waters of Louisiana have been advantageous to the state's economy over the years. Today, Louisiana is the largest commercial fishing source in the continental United States, furnishing more than 25% of America's seafood. In all, Louisiana produces 1.1 billion pounds of soft-shell crab, crawfish, tilapia, redfish, alligator, and catfish for the restaurants and dinner tables of this nation.

The Baton Rouge area ranks first in the nation in the production of sulfur and salt, and possesses an abundance of other natural resources such as timber, coal, and freshwater for refinement and distribution. Louisiana is also the second largest producer of natural gas and the third highest producer of crude oil in the fifty states.

Tourism

Tourism contributes approximately \$7.8 billion to the state's economy annually, along with more than 100,000 jobs. Baton Rouge is the second most visited city in Louisiana, attracting thousands of tourists resulting in millions of dollars in revenue. Visitors to Baton Rouge can choose from more than 7,000 hotel rooms, and multitudes of local attractions. The hospitality industry in Baton Rouge employs more than 10,000 people and brings the city approximately \$350 million per year in revenue, a major impact on Baton Rouge's economy. In 2000, there were 226 conventions in Baton Rouge, with the number of conventioners to the Baton Rouge area exceeding 87,000. ▶

Largest Area Employers • (EBR) - East Baton Rouge	
Employer	Parish
Anco Industries	(EBR)
Ascension Parish School Board	Ascension
Baton Rouge City Parish Government.....	EBR
Dupont and Dow Chemical Company	Iberville
East Baton Rouge Parish School Board	EBR
Exxon Chemical.....	EBR
General Health System	EBR
Harmony Corporation	EBR
International Maintenance Corporation	EBR
Jacobs Engineering/Construction Group.....	EBR
Livingston Parish School Board	Livingston
Louisiana State Government	EBR
Louisiana State University	EBR
McDonald's of Baton Rouge	EBR
Merit, J.E. Construction	EBR
Our Lady of the Lake Regional Med. Cntr.	EBR
Performance Contractors	EBR
Southern University	EBR
Turner Industries	EBR
Woman's Hospital	EBR

PHOTO BY: LOUISIANA STATE UNIVERSITY

