



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 67th 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.

Fast Facts

Location

In East Baton Rouge Parish on the east bank of the Mississippi River in south-central Louisiana.

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.

Population

US Census Bureau	
City of Baton Rouge (2000)	227,071
East Baton Rouge Parish (2000)	430,317

Land Area

City of Baton Rouge	76.567 sq. miles
	49,004.677 acres
East Baton Rouge Parish	472 sq. miles
	302,144 acres

Median Household Income

2000 East Baton Rouge Parish	\$37,224
2000 City of Baton Rouge	\$30,386

Total Civilian Labor Force

2000 East Baton Rouge Parish	214,878
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Unemployment Rate

2008 Unemployment Rate	
East Baton Rouge Parish	5.1%

Higher Education Facilities and Enrollment

Louisiana State University	30,977
Southern University	9,095

Housing

2000 Total Housing Units	
City of Baton Rouge	97,115
East Baton Rouge Parish	169,073

2000 Median Value of Single Family House

City of Baton Rouge	\$94,700
East Baton Rouge Parish	\$98,800

Mean Travel Time to Work

City of Baton Rouge	21 minutes
East Baton Rouge Parish	23 minutes

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: Bank One, Louisiana; BASF Wyandotte Corporation; Baton Rouge General Medical Center; BellSouth Telephone, Inc.; City-Parish Government; Dow Chemical Company, USA; Earl K. Long Memorial Hospital; East Baton Rouge Parish School Board; Entergy/Gulf States Utilities; Exxon Chemical Americas; Exxon Chemical Company, USA; Georgia Gulf Corporation; Harmony Corporation; International Maintenance Corporation; J.E. Merit Construction, Inc.; Louisiana State Government; Louisiana State Penitentiary; Louisiana State University; Our Lady of the Lake Medical Center; Southern University; and the United States Post Office.

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 (2002)

East Baton Rouge Parish has 145 schools, including public, non-public, and Montessori. The schools serve 75,655 students from the non-graded through high school.

The City of Baton Rouge has four business colleges, two trade schools, a new 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 (2005)

Manufacturing	8.1%
Construction	11.2%
Mining	0.3%
Transportation	4.8%
Wholesale Trade	5.4%
Retail Trade	18.3%
Service	27.0%
Finances, Insurance, Real Estate	5.3%
Government	19.6%

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 organization.