

first quarter twenty-ten . baton rouge area foundation

CURRENTS

Dan Kahn's
kids shoot
for the moon



Plan Baton Rouge II | \$60 million for inner city | NOLA to BR, slow train coming

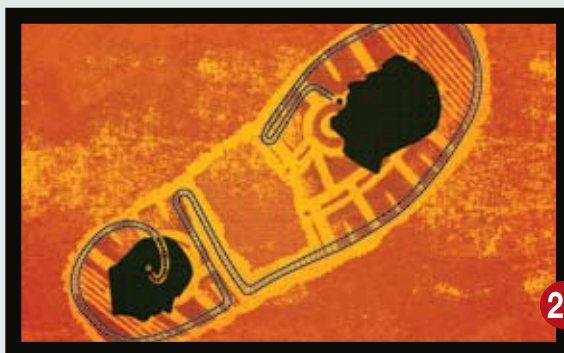
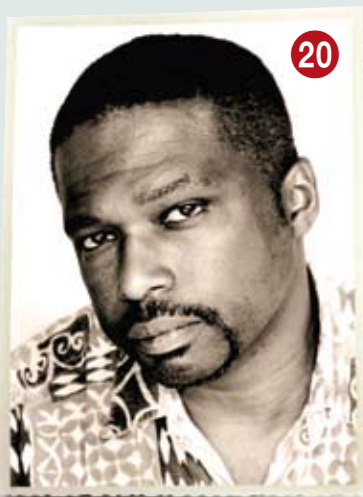
Car to car, the train pulled into the station, a flock of magnetic migratory birds. They quit the bright metal insides and, hand in hand, pushed through the rushing crowd. His snowsuited legs rubbed together and made a noise like that of an emery board against fingernails. He kept his eyes low, sighting varied shoes and boots flopping like fish across the wet concrete floor, his blind forehead colliding with belted or fitted waists. His sight lifted to bright lights perched, pigeonlike, in the high conical roof.

Some fabled creature waited near the checkpoint to Gate 12. Human, beast, and fowl. Feathery white mink hat and coat, red amphibian jumpsuit (leather? plastic?), and knee-length alligator boots. She was tall and wide like a man, and carried a white suitcase in one hand, a black guitar case in the other. Mamma swallowed. That's Blunt, she said.

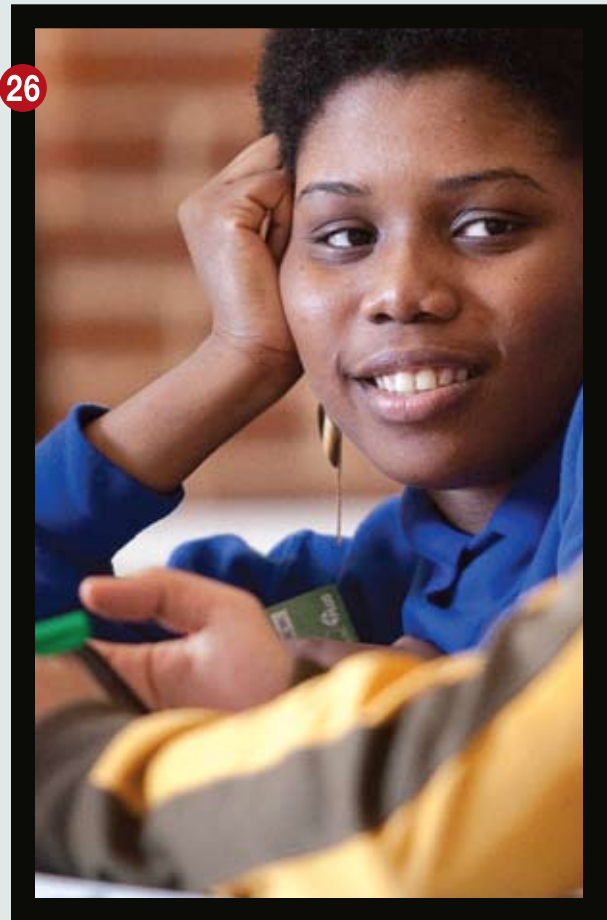
"Bread and the Land"
Holding Pattern: Stories, by Jeffery R. Allen,
 Graywolf Press

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*Baton Rouge
Area Foundation*



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ON THE COVER

Dan Kahn (in yellow) and his work. Photo by Tim Mueller.

From the chair

At the Foundation, we began last year a bit worried. In an uncertain time, could we continue to raise enough money to underwrite nonprofits and to take on projects that make South Louisiana a better place for all of us?

We tightened our belts, and our staff responded with more energy even though each carried a bigger workload. And then—and we are not surprised—fund donors and members didn't flinch. They provided the resources to back their causes despite the deepest recession in eight decades.

By the end of 2009, the Foundation and our fund donors had made more than \$13 million in non-profit grants, just \$2 million less than the year before. Remarkably, members gave \$582,000 to support our work and civic initiatives, 27% more than in 2008, which itself was a record year.

Because of them, the Foundation kept moving forward in 2009. You will see more details in our annual report, but I offer some quick highlights below.

Created by local government and the Foundation over about two years, the East Baton Rouge Parish Redevelopment Authority began its work in 2009. Led by Walter Monsour, the authority had a considerable victory just a few months into its existence, securing \$60 million in federal tax credits. The credits,



A decade ago, the nonbelievers looked around downtown and expected little. But Plan Baton Rouge, spearheaded by the Foundation and created by the community, sparked more than \$1.5 billion in down-

“Thanks to all our fund donors, members and nonprofits for a successful 2009. They showed that trying times bring out the best in our community.”

given under the New Markets Tax Credits program, will provide gap financing for housing and business projects that otherwise would not be built in areas of need. You can read more about the authority in this issue.

town investments in just 10 years. Last year, again with Baton Rouge residents leading, Plan Baton Rouge II was completed. Some of the details of the plan are inside this issue. Overall, PBR II is a guide on what to do next in downtown, and we expect it will

bring more prosperity to our region's common gathering place.

Meanwhile, the Foundation's special projects team reached out to nonprofits, sharing their fund-raising and other knowledge with groups, including the LSU School of Veterinary Medicine, Prevent Child Abuse Louisiana and Health Centers in Schools. Foundation staff, for instance, worked with Prevent Child Abuse to build a fund-raising plan, improve its marketing, create a statewide reorganization plan, link with nonprofit partners and sharpen its programs.

The Foundation's outreach with Health Centers has blossomed into a multi-million dollar fund-raising effort by that nonprofit. With new funds, Health Centers will tap regular sources of operating money to expand health care to more than 40,000 public schoolchildren in Baton Rouge.

In late summer, the Foundation worked with animal welfare advocates to begin a No Kill movement. From those meetings, the Humane Society of Baton Rouge was born to stop euthanasia of adoptable dogs and cats.

Year-around, our partnership relations department and donor services put in more hours on the Foundation's core work – connecting fund donors with worthwhile nonprofits. By year end, millions of dollars had been granted to local nonprofits, helping them in a year where people need them even more. You can see all the grants made last year in our annual report to be issued in coming months.

Thanks to all our fund donors, members and nonprofits for a successful 2009. They showed that trying times bring out the best in our community.

Sincerely,



Alice D. Greer

Baton Rouge Area Foundation

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The Baton Rouge Area Foundation is a community foundation that takes advantage of opportunities to improve the quality of life in South Louisiana. We do so by providing two essential functions. One, the Foundation connects philanthropists with capable nonprofits to make sure the needs of our communities are met. For example, our donors support the Shaw Center for the Arts and buy eyeglasses for needy children. Two, the Foundation invests in and manages pivotal projects to improve the region. Our Plan Baton Rouge initiative spearheaded the downtown revitalization plan and now is working to revive Old South Baton Rouge. For more information, contact Mukul Verma at mverma@braf.org.

Currents is published four times a year by the Baton Rouge Area Foundation, 402 N. Fourth Street, Baton Rouge, LA 70802. If you would like to be added to our distribution list, please contact us at 225.387.6126 or email the Foundation at mverma@braf.org.



MANSHIP THEATRE
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TAYLOR 2

Friday, February 19, 2010 | 7:30 PM | \$20 & \$30

The six-member Taylor 2 company brings Paul Taylor's dances to the stage, combining his signature blend of athleticism, humor and emotion.

SHEMEKIA COPELAND

Sunday, February 21, 2010 | 4:00 PM & 7:00 PM | \$35 & \$45

Her powerhouse voice and sassy attitude have people calling her the new Queen of the Blues.

AN EVENING WITH GROUCHO

Saturday, March 6, 2010 | 8:00 PM | \$35 & \$45

Get ready for some fast-paced hilarity as the accomplished actor Frank Ferrante re-creates his PBS, New York and London acclaimed portrayal of the legendary Groucho Marx.

OLGA KERN

Friday, March 19, 2010 | 7:30 PM | \$30 & \$40

Eleventh Van Cliburn International Piano Competition winner and the first woman to have achieved this distinction in more than thirty years, captivates fans and critics alike.

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Friday, March 26, 2010 | 7:30 PM | \$35 & \$45

Best "World Music" Guitar Player - Guitar Player Magazine Readers Choice Award - 2008.



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Baton Rouge Area Foundation

The Baton Rouge Area Foundation is among more than 700 community foundations across the country. We work to improve the quality of life for all people in the region. We do so in two ways.

First, we connect philanthropists with exceptional nonprofits to make sure the needs of our neighbors are met. Our donors, for instance, fund safe havens for abused women and children, provide vaccinations to prevent cancer and pay for teacher supplies. Last year, we provided thousands of grants worth \$12 million.

Second, the Foundation invests in and manages pivotal projects. Working with partners, we have revitalized downtown Baton Rouge, are rebuilding neighborhoods between downtown and LSU, supporting the improvement of public education through experimental schools and much more.

Who we serve: We conduct projects and provide grants across South Louisiana. The Foundation works in St. Tammany, Tangipahoa, Washington and St. Helena parishes through the Northshore Community Foundation, a support organization that operates independently from a home base in Mandeville. The Foundation also supports the Community Foundation of Southwest Louisiana. Based in Lake Charles, that foundation serves Calcasieu, Beauregard, Allen, Cameron and Jefferson Davis parishes.

How we work: The Foundation is funded in several ways. One key way is through generous people who choose to start donor-advised funds to provide grants to nonprofit groups and community projects. Philanthropists can start a tax-deductible charitable fund for \$10,000. To learn more about charitable funds, call Stewart Jones at 225.387.6126.

The Foundation also is funded through earnings on unrestricted assets, which were donated by philanthropists and grow over time.

Among Foundation assets is the Wilbur Marvin Foundation, which is comprised of real estate left by the late Wilbur Marvin. Those real estate assets include the Hilton Capitol Center Hotel in Baton Rouge, as well as shopping centers in Louisiana, Florida, Texas and Puerto Rico. The real estate assets are managed by Commercial Properties Realty Trust.

What's our size: At year-end 2008, the Foundation had estimated assets of \$530 million, making it among the top-30 largest community foundations in the country. Donors of the Foundation have provided the assets over 45 years. Since 1964, the Foundation has issued \$225 million in grants to support our community. Also, the Foundation has contracted with for-profit organizations to provide social benefits to the region, such as guidance on health care reform and direction on whether to build a new airport or invest in our existing ones.

More information is available at BRAAF.org or by calling Mukul Verma at 225.387.6126.



Humane Society forms

Wayward dogs and cats in Baton Rouge can feel less skittish. On the way is a new nonprofit aimed at eliminating euthanasia of adoptable pets, courtesy of a project launched by the Baton Rouge Area Foundation last year.

Hearing that thousands of dogs and cats are put down each year by animal control, the Foundation gathered animal welfare advocates in mid-2009 to determine how the practice can be stopped. What emerged from those discussions is a new nonprofit—the Humane Society of Baton Rouge, which will create a No Kill community.

No Kill communities began in San Francisco. Quite effective, they dramatically reduce euthanasia by increasing pet adoptions and reducing the pet population through sterilization.

The board of the local Humane Society met for the first time Jan. 14. Led by Walter Monsour, the board was briefed about the project and started discussing the hiring of an executive director. The Foundation is helping to raise funds for the nonprofit through donations and grants; the Charles Lamar Family Foundation is among fund donors that have gotten the ball rolling, pledging \$20,000 a year to the Humane Society for three years.

Research done by the No Kill Baton Rouge proj-

Humane Society of Baton Rouge board

DENNIS BLUNT, *Phelps Dunbar attorney*

PATRICIA CALFEE, *Baton Rouge Area Foundation project manager*

NANCY JO CRAIG, *Capital Area Corporate Recycling Center executive director*

TERI FONTENOT, *Woman's Hospital president/CEO*

GWEN HAMILTON, *Baton Rouge Area Chamber director of education reform*

WILLIAM JENKINS, *retired LSU System president and LSU chancellor*

CAROLE LAMAR, *philanthropist*

SCOTT MCKNIGHT, *Wright & Percy Insurance account executive*

TY MCMAINS, *Commercial Properties Realty Trust attorney*

CAROLYN MARTIN, *Commercial Properties Realty Trust CEO*

WALTER MONSOUR, *East Baton Rouge Redevelopment Authority president/CEO and former chief administrative officer of the city-parish*

PEGGY POLK, *physician*

DAVID SENIOR, *LSU Veterinary School associate dean for advancement and strategic initiatives*

THOMAS TURNER, *Turner Industries vice chairman and chief operating officer*

ect was handed over to the Humane Society board. Action items in the blueprint include coordination among animal welfare advocates to boost awareness of adoption and sterilization.

The Humane Society of the United States, not affiliated with the local group but relied upon for guidance, independently has committed to underwriting a low-cost, high-volume spay/neuter clinic in East Baton Rouge.

The strategy also recommends local ordinances be changed to stop cat euthanasia. Currently, animal control is required to pick up cats when residents call with a complaint, which leads to the putting down of about 5,000 cats per year. But some No Kill com-

munities spay/neuter and release feral cats, which ultimately reduces the cat population. The feral cats, unadoptable because they get set in their ways after six weeks of independent living, assist in controlling rodents. The Humane Society of the United States estimates there are 60,000 feral cats in Baton Rouge.

The Humane Society of Baton Rouge expects to begin implementing a strategy in coming months.

Dog's best friend

In just three months, Yelp Baton Rouge has found 67 homes for dogs that otherwise likely would have been put down. In 2010, the initiative, created by the Foundation's real estate management firm, will increase the number of dog adoption days. They will be held at least each



month this year at three locations.

Commercial Properties Realty Trust formed Yelp BR in late 2009 after employees learned that East Baton Rouge Animal Control puts down thousands of adoptable dogs each year. Yelp BR gets a big assist from Petz Plaza, which grooms and kennels the dogs for their close-ups.

The canines are checked for good health by veterinarians, assessed for temperament, spayed/neutered, de-wormed, vaccinated, and microchipped for quick identification if they get lost.

Yelp BR is independent but dovetails with the new Humane Society of Baton Rouge, which was created to eliminate euthanasia of healthy, adoptable dogs and cats.

Yelp BR adoption days through early summer can be found at YelpBR.com.



Teddy goes home

When Daisy the dalmation departed for Dog Heaven, the Franz family could have found a new best friend by purchasing a puppy. Instead, they adopted a lovable mutt in December, not only giving Teddy a home but saving him from a likely early end.

Teddy, who David Franz calls "more cocker spaniel than anything else," was picked during a Yelp Baton Rouge

adoption day, which is organized by Commercial Properties Realty Trust, the Baton Rouge Area Foundation's real estate management firm.

Bennett Franz, David's son, had spent six months researching a new dog before deciding on a cocker spaniel. On a Christmas day excursion, the family stopped by the adoption site at Acadian Thruway and Perkins Road, which is near their home in the Garden District. One cocker spaniel available that day was hyper, and then there was Teddy. Watching him for an hour, they found Teddy was mellow, and he was not bothered by cats that were also up for adoption, a clue that he would get along with the Franz family tabby.

"We ended up falling for Teddy," says David. "He has traveled with us. He has gone camping with us. He's great with kids."

David adds that Yelp BR has taken the right first steps. "Yelp is onto a great idea. If the dogs are not out and visible, they will sit at Animal Control and wait at Animal Control until the day."



Abandoned elementary school will become homes for working poor.

Affordable housing, homeless center on tap

Two developments, each valued at \$8.4 million, are coming out of the ground to help the working poor and the homeless. Spearheaded by the Capital Area Alliance for the Homeless and Gulf Coast Housing Partnership, the projects will offer affordable housing and give the homeless a chance to prosper.

The partners will remodel the former Scott Elementary School on North 19th Street and construct an adjacent building for a total of 60 affordable units, says Randy Nichols, executive director of the alliance. A combination of financing sources, including tax credits, are being used to put up the housing, which will have a mix of rental spaces, including some available to people earning 60% of the Baton Rouge median income. The housing should be available by year-end.

The alliance and the developer also are building housing for the homeless with a one-stop homeless service center on the ground floor. On open land, the combination building will be located on the 1600 block of Convention Street, across from the St. Vincent de Paul Pharmacy and Bishop Ott Shelter for

Women. It will have 36 single-room units for homeless and people with disabilities. People who live at the shelter will be get assistance to improve their lives.

Projects will give the homeless a chance to prosper.

More space to meet

Baton Rouge's town square is now a rectangle. Combining \$1.9 million in a state transportation enhancement grant with \$4.5 million committed locally, the downtown town square will grow by one block on each side, from the river to Fifth Street along North Boulevard. The new money will improve landscaping, lighting, street furniture and sidewalks in the town square.

Built for events ranging from festivals to road races, the square will begin construction this year and open in 2011.

Another \$2.6 million from the transportation grant will be used outside downtown to build bus shelters,

crosswalks, a pedestrian corridor on Highland Road from LSU's North Gate to the center of the university, and a bike path on Hyacinth Avenue from Glasgow to Stanford.

Nicholson surge

A main corridor of Old South Baton Rouge, where the Foundation has an ongoing revival project, is gaining considerable interest from developers.

Along Nicholson Drive between downtown and LSU, developers are buying up land, planning dense projects including one that will have energy-efficient homes on lots by spring.

Donnie Jarreau will put up three manufactured homes on Nicholson Drive across from the former

Baton Rouge's first transit corridor.

A gateway project started by the Baton Rouge Area Foundation is expected to come out of the ground this summer. In collaboration with the Center for Planning Excellence and Gulf Coast Housing Partnership, the development will have about 50 residential units atop retail space. The Nicholson gateway is among eight target areas in a strategic plan to bring back OSBR neighborhoods. The plan, created with ideas from the residents, was paid for by the Foundation.

Meanwhile, LSU wants to redevelop a stretch along Nicholson from the former baseball stadium to the North Gate.



New homes on Nicholson Drive will juice resurgence of the corridor between LSU and downtown, where the Foundation is reviving communities.

Prince Murat Hotel site in the next few weeks. After the three houses sell, he will roll out eight more in a row. Jarreau says the homes will consume 56% less energy than a typical home of comparable size. The system-built houses will be 1,200 square feet and be marketed for about \$200,000.

A Mike Wampold firm bought a 32,000-square-foot warehouse off Nicholson Drive for future development. Wampold already owned two acres next to the warehouse.

Lafayette business owner Michael Moreno, teamed with Steve Keller, who built Towne Center, has begun clearing land along Nicholson for a vast mixed-use development. A new land plan for the development, known now as the River District, is being considered. The property is expected to blend housing, retail and offices in a dense development that could anchor

Nicholson is prime land because thousands work at LSU and in downtown.

Lead In



\$2.7 billion

Total of 10 single biggest gifts by Americans last year. Understandably, the amount was down from 2008, when the total was \$8 billion.

LSU, OLOL new model for health care

LSU and Our Lady of the Lake Regional Hospital are negotiating an agreement that would dramatically alter health care delivery for the poor in Baton Rouge. Over coming years, Earl K. Long Hospital would disappear, as its patients requiring overnight stays, such as stays for surgeries, would slowly be integrated into the OLOL system. At the same time, LSU would have a new health care building at OLOL, and LSU doctors and medical students would work with OLOL patients.

LSU, which operates the state's charity system, would keep caring for most poor patients at a growing number of satellite clinics.

The Foundation has been involved in health care discussions for nearly a half decade, organizing meetings and building relationships to remake how care is delivered to the poor. After Katrina, the Foundation also spearheaded a statewide health care reform strategy that was created by PriceWaterhouseCoopers.

CityStats, year 2

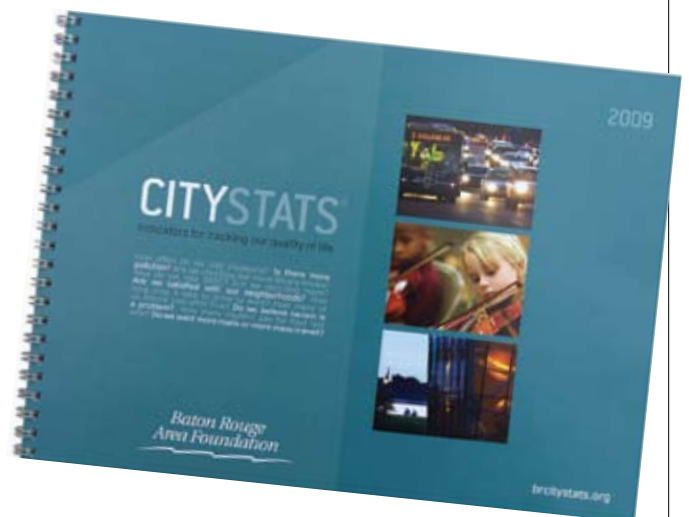
The Foundation's annual Baton Rouge CityStats report is set to be issued in early February.

The report tracks the quality of life in East Baton Rouge with a parishwide survey and statistical indica-

tors. You will discover how residents rate the library, BREC, local schools. There are statistics on the economy, crime, education, social well-being and more.

CityStats is a roadmap for community improvement, telling us where we are, how far we've come and where we need to go. Because the report is in its second year, readers will begin to see trends emerge. The Foundation and its fund donors partly rely on CityStats to determine areas of funding for making a better place.

If you would like a copy of CityStats, please send an email with your mailing address to Mukul Verma at mverma@braf.org.





You believed as a kid.

You were faster than Speedy Gonzales. You could flap your arms and fly.
You could change the world.

But life happened. There was school, work and making a home.
You emerged—richer, stronger, wiser.

And the kid came back, reminding you there was more to do:
You could change the world.

At the Baton Rouge Area Foundation, we know you can.

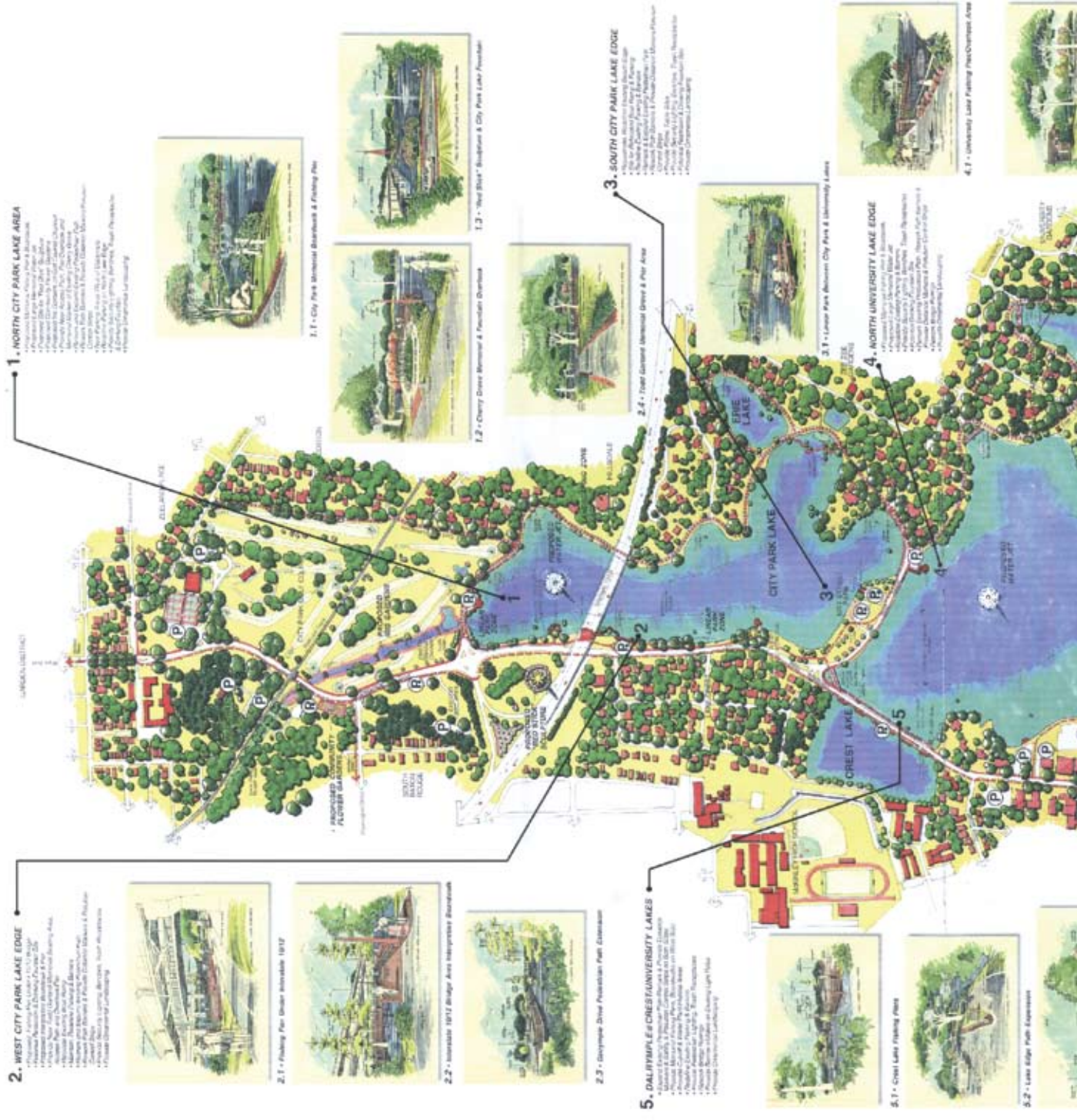
Join us to pursue your endless possibilities.
Start a charitable fund or become a member of the Foundation.

Call Helen Lowery at 225.387.6126 to find out how.

Run fast, fly, change the world.

*Baton Rouge
Area Foundation*





1 • NORTH CITY PARK LAKE AREA

- Paved Paths for Bicycles, Jogging, and Strolling
- Plantings for Shade and Visual Interest
- Plantings for Shade and Visual Interest
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3.1 • City Park Memorial Boardwalk & Fishing Pier



1.2 • "Star Ship" Sculpture & City Park Lake Fountain



1.2 • Cherry Drive Memorial & Fountain Overlook

3 • SOUTH CITY PARK LAKE EDGE

- Paved Paths for Bicycles, Jogging, and Strolling
- Plantings for Shade and Visual Interest
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3.1 • Linear Park Access to City Park & University Lakes

4 • NORTH UNIVERSITY LAKE EDGE

- Paved Paths for Bicycles, Jogging, and Strolling
- Plantings for Shade and Visual Interest
- Plantings for Shade and Visual Interest
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4.1 • University Lake Fishing Pier/Overlook Area

2 • WEST PARK LAKE EDGE

- Paved Paths for Bicycles, Jogging, and Strolling
- Plantings for Shade and Visual Interest
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2.1 • Fishing Pier Overlook 1917



2.2 • University 1917 Bridge Area Interpretive Boardwalk



2.3 • Gateway Drive Pedestrian Path Extension

5 • DALRYMPLE & CREST UNIVERSITY LAKES

- Paved Paths for Bicycles, Jogging, and Strolling
- Plantings for Shade and Visual Interest
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5.1 • Crest Lake Fishing Pier



5.2 • Lakes Edge Path Extension



LAKES DISTRICT MASTER PLAN BATON ROUGE, LOUISIANA

August 1, 2000



- LEGEND:**
- Existing Parking
 - New or Reconfigured Parking
 - Existing Pedestrian Path
 - Proposed Pedestrian Path
 - Flood Containment Used as Path
 - Water Jet
 - Memorial Feature/Site



Dark water

The Baton Rouge lakes are dying. As the edges erode, the lakes become shallower and plant life rises to steal nutrients from the fish. The U.S. Army Corps of Engineers has a solution—dredging and filtration—but only about \$5 million of the estimated \$21 million. LSU and BREC, which own different lakes, don't have the funds to bring the lakes back.

A decade ago, there was considerable buzz over a master plan for improving the lakes area. Mostly forgotten, the plan was created by Lorrie Henslee and Van Cox for a lakes commission. If it had been executed, people now would be sharing multiple paths around the lakes, viewing fountains, water jets and a Red Stick sculpture, fishing from piers, picnicking and learning about the eco-system at installations. Instead, the lakes, a favorite spot for thousands, are returning to swampland.



1



2



3

On the ground

Minding the gap

Redevelopment authority snares \$60 million in tax credits to rework the inner city.

By Sara Bongiorno

In Greenville, S.C., a powerful federal tax-credit program has transformed an empty library into a children's science museum.

In Chicago, the same program has been used for scores of projects in blighted areas, including a community and technology center next to a transit stop for the city's famed elevated train.

Elsewhere, the 10-year-old New Markets Tax Credit program, which gives investors tax breaks of up to 39% for investments in low-income areas, has been used to dig a West Virginia coal mine, create a

high-tech business incubator and revamp aging shopping malls.

Now, the program will be put to use in high-poverty areas of East Baton Rouge Parish by the new redevelopment authority. The East Baton Rouge Parish Community Development Entity, an arm of the redevelopment authority, garnered \$60 million in tax credits from the U.S. Department of Treasury to cover financial gaps for developers building in neighborhoods with high concentrations of poverty.

The East Baton Rouge Redevelopment Authority,

1. Hotel Indigo, once the Baton Rouge King Hotel, is partly funded by New Market Tax Credits from entities that don't include the local redevelopment authority. Across from the Hilton Capitol Center downtown, the \$25 million, 93-room hotel is set to open in November 2010. (Cyntreniks Inc.)

2. New Markets Tax Credits subsidized necessary parking at The Brewery, an adaptive reuse of the former Pabst Brewery complex in downtown Milwaukee. The mixed-use project is 1.3 million square feet on more than 20 acres of land.

3. In New York, the Mount Hope Community Center was built with a combination of \$4.2 million in New Markets Tax Credits and \$10 million from the city. At the green building, children have a place to gather and adults get assistance to learn skills and find jobs.

“This can make urban infill projects as attractive as greenfield projects.”

—Mark Goodson, East Baton Rouge Parish Redevelopment Authority

launched just last year, managed to secure the credits on its first try. By proving it can make a mark with the incentives, the authority could continue to win many more millions in credits in coming years.

The authority has targeted five low-income areas with the first round of credits: Scotlandville, Zion City, Northdale, Melrose East and the Choctaw Drive corridor. “This will be hugely helpful in providing momentum for projects that might otherwise fall by the wayside,” says Walter Monsour, CEO of the redevelopment authority.

Projects in low-income areas too often hit funding walls. The New Markets Tax Credit program is particularly effective in providing gap financing, the final piece of financing that can doom otherwise worthy projects, says Mark Goodson, vice president of the redevelopment authority.

The board of the community development entity will have wide latitude in how to use the tax credits. They can be sold to private or corporate investors to offset federal taxes. Banks can buy them to fund ventures

in low-income areas. The community development entity also can make passive equity investments, or loan money with extremely attractive terms, including no-interest financing or forgivable loans.

“This can make urban infill projects as attractive as greenfield projects,” Goodson says.

The board, whose make-up is the same as the redevelopment authority, will weigh a range of factors in making its decisions, including projects’ potential for job creation and neighborhood and community impact, Goodson says.

New Markets Tax Credits cannot be used for investments in golf courses, liquor stores or strictly residential projects, but the program

New Markets Tax Credit Program

WHO: *Administered by the Department of the Treasury*

HOW: *People investing in community development entities can claim 39% of their investments against their income tax over seven years. Investors can cash out their investments only after the seven years.*

WHY: *The credits are designed to draw financing into poorer neighborhoods. In Baton Rouge, the new redevelopment authority has received \$60 million in credits to trigger inner city projects.*



Walter Monsour, center, heads the redevelopment authority. From left, Melissa Neyland, administrative assistant; Mark Goodson, vice president; Monsour; Susannah Bing, project manager; and Vickie Smith, project manager. The authority was created by local government and the Baton Rouge Area Foundation.

otherwise puts few limits on what can be funded.

Locally, private developers will propose ideas for ventures in target areas of the parish, and then bring them to the board for consideration. The group is developing rules and policies in preparation for an open call to developers for project submissions in 2010, Goodson says.

Using the tax credits in a relatively speedy manner is another tenet of the program. The community development entity hopes to put its allocation to use in the next year or so, a time frame that is likely to create a wave of projects in the next couple of years.

In Greenville, S.C., the tax credits have been used to create a cutting-edge “collaborative space” for technology firms, a multi-story office and hotel complex in the city’s downtown and the flourishing children’s museum that opened last summer.

“Here and elsewhere, most of the projects the program is used for would not happen without it,” says Tammy Propst, operating officer of Greenville New Markets Opportunity LLC, which oversees the program in that city.

Goodson says the tax credits are part of an enhanced city-parish movement to revitalize poor areas with new investment. Financing obstacles and clouded property titles are the two biggest barriers to urban redevelopment, he says. The year-old redevelopment authority has new powers to overcome title problems on abandoned, tax-delinquent properties, and then return them to the marketplace.

Now, coupled with the tax credits, “we’re positioned to take on those two biggest challenges,” he says. •



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Chicago author wins 2009 Gaines book award

“Writers look and listen. We constantly steal from felt life to find material,” says winner.

By Mukul Verma

Jeffery Renard Allen’s *Holding Pattern: Stories*, a collection of short stories, is winner of the 2009 Ernest J. Gaines Award for Literary Excellence, picked over 16 other entries in the annual book award named after one of the greatest writers of his generation.

“With pitch-perfect dialogue and centrifugal force, Allen’s stories pull you down into the misery of the daily hustle and spit you out on the lonely crossroads between reality and myth, where the archetypes roam and trust is but a dream,” wrote Donna Seaman in reviewing the winning entry for *Booklist*.

The \$10,000 book award was created by the Baton Rouge Area Foundation and its donors to support African-American writers and to honor Gaines, a Louisiana son whose books include *A Lesson Before Dying*, *The Autobiography of Miss Jane Pittman* and *A Gathering of Old Men*.

Currents interviewed Allen before the Jan. 28 award ceremony at the Manship Theatre in the Shaw Center for the Arts.

Tell us about growing up in Chicago.

I grew up on the black southside of Chicago in a neighborhood called South Shore. The southside

was a transplanted Southern city—or a conglomeration of cities, mostly from Mississippi. I remember the speech, the food, the movements and rhythms—cultural facts that will stay with me forever.



How did you come to realize you wanted to become a writer?

From the age of seven I was an avid reader. Eventually I started writing stories imitating texts I read and television programs and movies I saw. Also, movies from my childhood glamorized writers. I would look at these glamorous figures and think, “I can do that.”

What writers have been most influential in shaping your own work?

William Faulkner, Flannery O’Connor, Richard Wright, John Edgar Wideman and Toni Morrison are five writers who have been influential to my work. But there are many others, too numerous to name.

Your stories display such a diversity of strong voices. Can you tell us a little about how you find such voices, perhaps listening to people you encounter or those you remember?

Writers look and listen. We constantly steal from felt life to find material. But life is always a starting

point. The imagination does the hard work of transforming reality into fiction.

There's a powerful element of the fantastic in some of your stories, such as the title piece of your book, "Holding Pattern." What are you able to achieve by appealing to the fabulous that a strict realism might prohibit?

My stories are urban and gritty. Still, I am not a naturalistic writer who believes that our fates are determined by biology and environment. The fantastic suggests possibility. The inner city becomes something more than a prison, becomes a space for numerous ways of thinking, imagining and being.

Your writing demonstrates an intimate familiarity with urban life. How much do you find yourself drawing upon autobiographical experiences for inspiration in your stories? Which stories in particular?

Writing is always to some degree autobiographical. Some of the stories—"Bread and the Land," "Dog Tags," "Toilet Training"—draw on aspects of my childhood, and Mississippi Story was based on a trip I took to Oxford, Miss., a few years back. However, the book overall is a product of my imagination.

The stories in *Holding Pattern* are rather eclectic in style and diverse in subject matter. What themes would you say knit the book together and give the collection such an integral feel?

Identity is a central theme. Family is another important theme. And violence is common to many of the stories.

Your work has earned you a number of highly prestigious awards and prizes, now including the Ernest J. Gaines Award. What does support like this mean for the career of a writer like yourself?

Support is a form of recognition that tells a writer she or he isn't writing in the dark.

What's next for Jeffery Allen?

I am presently completing a novel, *Song of the Shank*, that is loosely based on the life of Thomas Greene Wiggins, a 19th century African-American pianist and composer who performed under the stage name Blind Tom. •

Charles Richard contributed to this article.

Winner and the award

Jeffery Allen is the author of two collections of poetry, Stellar Places (Moyer Bell 2007) and Harbors and Spirits (Moyer Bell 1999), and two works of fiction. The widely celebrated Rails Under My Back won The Chicago Tribune's Heartland Prize for Fiction.

Born in Chicago, Allen holds a Ph.D. in English (creative writing) from the University of Illinois at Chicago and is currently a faculty member in the writing program at the New School. He is the founder and executive director of the Pan African Literary Forum, an international, nonprofit literary organization that serves writers and which holds an annual writers' conference in Ghana.

Olympia Vernon won the inaugural Gaines award for A Killing in this Town. Ravi Howard was the 2008 winner for Like Trees, Walking.

The judging panel for the 2009 book award is Rudolph P. Byrd, professor of African-American Studies at Emory University; Phillip Lopate, writer and holder of the John Cranford Adams Chair at Hofstra University; Elizabeth Nunez, CUNY Distinguished Professor of English at Medgar Evers College; Francine Prose, writer whose 13 novels include Blue Angel, a nominee for the 2000 National Book Award; and Patricia Towers, recently retired features director and book editor of O, the Oprah Magazine.



On Site

Around the bend

Ford Foundation grant will talk up passenger rail between BR-NO.

By Sara Bongiorni | Illustration by Chris Ede

The Center for Planning Excellence is launching an unprecedented effort to build broad support for passenger rail service between Baton Rouge and New Orleans as part of a long-term vision for a more vibrant South Louisiana.

CPEX's new 2010 initiative, which is funded with a \$150,000 grant from the Ford Foundation, will focus on formulating policies and identifying funding sources to better position Louisiana to capture federal money for the rail service, a growing focus of interest since Hurricane Katrina.

The initiative includes outreach to the public on the service's benefits to the region, including its potential to support new housing options along rail lines and, eventually, connect the region to the larger Gulf Coast economy.

"There has been no regional transit advocacy group pushing for this in Louisiana," says Camille Manning-Broome, CPEX director of planning. "The idea is to build momentum for this and lay the groundwork so that we are ready for future opportunities when they arise."

Louisiana wasn't ready for that most recent opportunity, in the form of federal stimulus funds. Gov. Bobby Jindal last fall declined to seek \$300 million in federal money for passenger rail service from Baton Rouge to New Orleans as one leg of a long-term federal plan for high-speed service between Houston and Atlanta.

The reason for the governor's pass? The administration said it had not identified how to pay for operating costs of \$15 million to \$23 million per year to support service with two- to four-round trips per day at 79 miles per hour. A new state mechanism to fund passenger rail had run dry after a slowdown in the economy; agreements with local governments along the rail line to offset operating costs, presumably with parish sales taxes, likewise had not been worked out at the time of the federal offer.

Agreements with the owners of the existing freight rail lines on which the passenger cars would run, locations for rail stops and environmental work also had not been completed.

"The idea is to work on these things right now so we're not caught short again," said Randy Carmichael, project manager for Burk-Kleinpeter Inc., which is preparing a soon-to-be-released final report on the feasibility of the Baton Rouge-to-New Orleans line for the Southern High-Speed Rail Commission.

The Federal Railroad Administration and Louisiana's Department of Transportation and Development are funding the analysis.

The CPEX initiative will bring together a diverse array of private, education and government entities to prepare Louisiana for anticipated additional federal funding for rail projects—up to \$5 billion over

the next five years—although the scope and timing of such potential offers is unknown.

CPEX's efforts will begin with creation of a 20- to 35-member Transit and Housing Task Force to build support for passenger rail by identifying the economic and quality-of-life benefits to the communities where commuter hubs will be established.

The chambers of commerce of Baton Rouge and New Orleans will lead efforts to galvanize sup-

port for the rail service in the combined 19 parishes they represent.

Meanwhile, a University of New Orleans study will examine the economic benefits of local investment in commuter rail, including new development near rail stops along the line.

Adam Knapp, CEO of the Baton Rouge Area Chamber, said I-10 congestion is frequently cited as a top concern among business leaders surveyed by the organization. "And concern over congestion is growing," Knapp said.

Over time, Baton Rouge-to-New Orleans commuter rail service could reduce traffic on the I-10 corridor by 89 million vehicle miles each year, according to Burk-Kleinpeter.

As in metropolitan New Orleans, the Baton Rouge chamber will work with local parishes to build support for local rail stops, new funding sources and zoning changes to support rail stops and the growth they will bring, Knapp said.

The preliminary report by Burk-Kleinpeter identified two stops in Baton Rouge—one near downtown and another near the Mall of Louisiana—as well as in Gonzales, LaPlace, Kenner and at New Orleans' Union Passenger Terminal, but final decisions still must be pinned down.

CPEX also will work to build public support

"The idea is to build momentum for this and lay the groundwork so that we are ready for future opportunities when they arise."

— Camille Manning-Broome,
CPEX director of planning

through town-hall style meetings that feature local and national experts on regional transit and housing opportunities, including the lessons derived from rail initiatives in other states.

Another important part of its work will be finding out what questions or concerns public and private officials have about passenger rail, and then “going out and finding the answers,” Manning-Broome said.

The plans and policy changes that emerge from this year’s initiative will be implemented as part of Louisiana Speaks, the Louisiana Recovery Authority’s long-term vision for the state’s future. That post-Katrina vision for the state, crafted with input from 27,000 Louisiana residents, puts a premium on new and improved transit systems, including commuter rail.

“We’re optimistic we will have future (federal) funding opportunities,” said Manning-Broome. “The next time we will be ready to compete.” •

Chambers, officials pursue light rail

The Southeast Super-Region Committee, which includes the Baton Rouge Area Chamber, Greater New Orleans Inc. and interests in between, is advocating for a light-rail system between Baton Rouge and New Orleans.

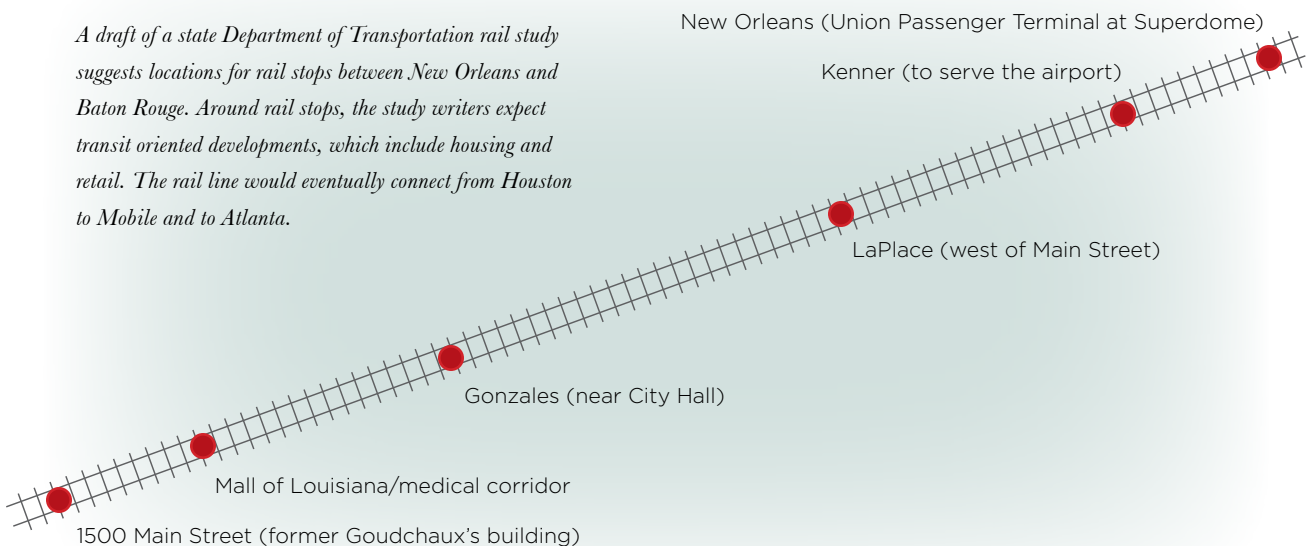
The SRC, which was formed last year, pushed for a light rail between the two cities, arguing that it would provide an economic boom and prepare the corridor for a future in which high-speed rail stretches from Houston to the Gulf Coast and beyond. But state officials declined to apply for federal funds, and continue to assert that rail between the two cities would require an operating subsidy.

Unbowed, the SRC continues to push for passenger rail. It has formed a rail feasibility working group and is looking for underwriters to pursue research efforts. The group will evaluate the economic impact of passenger rail, deliver a financing strategy and pursue federal money.

Meanwhile, the Department of Transportation and Development expects a separate passenger rail study to be released in coming months. Sherry Dupre, acting communications director, says DOTD officials also plan to meet with the Baton Rouge delegation to discuss whether passenger rail is a viable concept.

Baton Rouge to New Orleans rail stops

A draft of a state Department of Transportation rail study suggests locations for rail stops between New Orleans and Baton Rouge. Around rail stops, the study writers expect transit oriented developments, which include housing and retail. The rail line would eventually connect from Houston to Mobile and to Atlanta.



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Baton Rouge Youth Coalition founder Dan Kahn works with student intern Myeshia Gaston as they prepare for the next coalition session. The youth group meets on Tuesday and Thursday evenings at the BREC Belfair Center on Fairfields Avenue.

Cover story

Up, Up, Away

For college-bound in tough settings, a nonprofit leads to brighter options

By Maggie Heyn Richardson | Photos by Tim Mueller

On the surface, the Baton Rouge Youth Coalition is a year-old nonprofit that helps smart, driven high school students from

challenging backgrounds achieve admission to colleges they might never have pursued. Using one-on-one mentoring as its chief weapon, the program demystifies topics with which participants have had little practical experience, like financial literacy, college preparation and career development.

“It’s about closing the ‘resource gap,’” says founder Daniel Kahn, 27, a former public school teacher in Baton Rouge who launched the nonprofit in 2008.

Closing in on its first full year of operation, BRYC has increased ACT scores from an average of below 18 to nearly 20.5. In fall 2009, its fellows applied to schools

like University of Wisconsin-Madison, Wake Forest, Northwestern University, Emory, Rice, Brown, Juilliard.

“It says these individuals really matter. They were probably going to college, but not to Juilliard or Brown.”

—Stafford Kendall, BRYC board member

The program currently works with 12 selected high school seniors from East Baton Rouge Parish. Kahn and his board plan to grow the program to 155 juniors and seniors in Baton Rouge, New Orleans and San Francisco by 2012.

But concise as BRYC’s mission sounds, Kahn resists pressure to deliver it in truncated form and equate success merely by numbers. In a tone that’s part theologian, part Founding Father, he declares that the program’s intention is to not

only increase options for motivated, disadvantaged kids, but also to reform the way the world approaches them in the first place. He wants to toss out a ten-

gency toward “deficit-based thinking,” which pauses too long on economic difference, and instead emphasize how to show bright kids a path forward.

“We have to stop just focusing on poverty,” he says. “What this is about is eliminating the barriers that stand in the way between a person and happiness, and happiness has little to do with environmental circumstances.”

needs to achieve more, which is very different than ‘let’s just provide that service.’ The Princeton Review is great, but there’s a lot more to succeeding at a great school than just that.”

The curriculum has been shaped with help from the students themselves, especially charter fellows like Kristian Shaffer, 18, who attended Kahn’s civics class at Belaire High as a sophomore.



Student intern Gaston listens to Kahn as they prepare for the next coalition session.

Kahn and a close circle of advisors have shaped BRYC to offer two major services: intense mentoring, currently provided through a partnership with Teach for America corps members; and twice weekly workshops. The model provides nuts and bolts, like financial aid, technical assistance or Princeton Review classes on Tuesday nights. Then on Thursdays, fellows discuss how to apply the practical information to their own lives.

This internalization process sets BRYC apart, says board member Stafford Kendall, owner of web firm Covalent Logic. “It’s about true leadership and mentoring and finding the resources that each individual

Shaffer says he shares Kahn’s sentiment about the need to focus on what students offer rather than their economic circumstances. “It’s about what’s holding you back, what’s causing suffering, what teens go through and what young people go through in general. We have to talk about it authentically. I don’t want to be a part of a program that says I’m in poverty. We’re not impoverished, we just don’t have enough power.”

The seeds of BRYC were hatched through Kahn’s four-year experience as a teacher in East Baton Rouge Parish, the first two spent as a Teach for America corps member. A native of San Francisco and the son

What this is about is eliminating the barriers that stand in the way between a person and happiness, and happiness has little to do with environmental circumstances.”

—Dan Kahn, founder of Baton Rouge Youth Coalition

of a rabbi, Kahn believed national service was an important post-college move, and says his particular calling was teaching. After TFA, Kahn signed on to teach high school civics at Belaire High. There, he witnessed a trend of bright and capable students losing out on opportunities simply because they had no knowledge of how the systems and processes kids of privilege take for granted.

One was Myeshia Carter, now 18 and a senior at Belaire. Carter says she knew right away that Kahn was different from other teachers.

“He was talking about crazy stuff, like how [young people] needed to form a bank,” she recalls. Kahn’s classroom became a mock Constitutional Convention where students crafted their own guiding document and elected officers. For many of them, it was a first

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taste of empowerment, says Carter.

Meanwhile, Kahn says he noticed that while he could capture students' interest and foster their academic achievement, there were myriad other issues that affected their ability to succeed in school.

Like teens of all income levels, they faced difficult choices, but they also encountered issues specific to families in poverty, like lack of transportation, a dearth of professional role models and more.

Kahn decided that focusing on academic achievement wasn't enough. He wanted to help teenagers become self-actualized and to see them have the same possibilities he says he had growing up. BRYC began to take shape.

"I was fundamentally amazed by the wisdom of my

"I have seen him really change as a result of BRYC. He was always smart and curious, but now he really believes he can do it. It is possible."

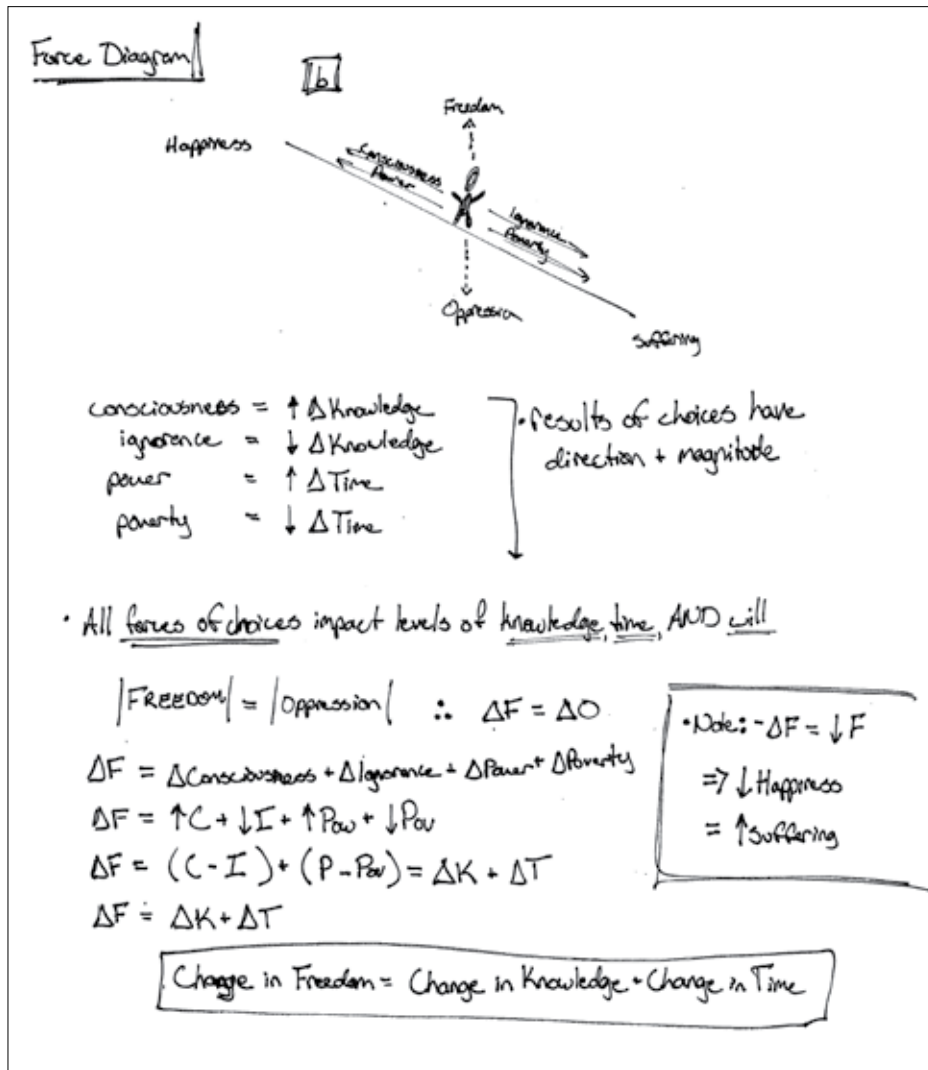
—Darlene Shaffer, whose son wants to attend Loyola University to study music

students, but they were having to function in a system that treated them as anything but their true selves," says Kahn. "It became clear that first we had to aggregate the practical resources, and second, we had to teach individuals how to maximize those resources."

BRYC's student-focused curriculum is accompanied by a heavy parental component, says Kahn. Parents like Darlene Shaffer, mother of charter fellow Kristian, have also invested time in the nonprofit's evolution.



Baton Rouge Youth Coalition founding members Kristian Shaffer, 17, left, and his mother, Darlene Shaffer, meet with Dan Kahn and Myeshia Gaston.



Dan Kahn tries to figure out the world through diagrams.

“I have seen him really change as a result of BRYC,” she says. “He was always smart and curious, but now he really believes he can do it, that it is possible.”

Shaffer has his sights set on Loyola University in New Orleans, where he plans to pursue a career in music. His mother says he probably would have gone to college, but not beyond Baton Rouge before enrolling in BRYC. Similarly, Carter, an avid poet, and award-winning “slam” poetry performer, is now aiming high. She’s attracted to Howard University in Washington, D.C. and Atlanta’s Emory University, places where she can pursue Women’s Studies and African American Studies, and where the rigors of college will converge with the pace of a metropolis.

The trajectory being established by BRYC’s first class of students is impressive, says board member Christopher Tyson, an attorney at Jones Walker in Baton Rouge, an avid community volunteer and mentor.

“If we can take these high achievers and give them the tools and resources; wow, what they can do is limitless.”

Kendall adds that one of the program’s best attributes is the attention it gives to each fellow.

“It’s hyper local,” she says. “It says these individuals really matter. They were probably going to college, but not to Juilliard or Brown. It’s about taking their potential and making it exponential.” •

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On Site

The next stretch

New blueprint advances successes of Plan Baton Rouge

By Mukul Verma

Awalk in downtown requires dodging people on the busy sidewalks. That's progress. Over the past decade, restaurants, clubs, the Shaw Center for the Arts, the Hilton Capitol Center, four new state buildings, a new state museum, places to live and much more have drawn people to an area given up to ghosts a little more than a decade ago.

To continue the forward movement, the Baton

Rouge Area Foundation and the city-parish hired Chan Krieger Sieniewicz to create Plan Baton Rouge II, a follow up to Plan Baton Rouge, which was created a little more than a decade ago to guide the re-birth of downtown.

Plan Baton Rouge II spins around three big-picture recommendations—go green, be active, get connected.

1. The narrowing and planting of River Road would make it green and better linked for pedestrians.
2. Reconfiguring land around the Old State Capitol and city hall will create a Central Green.
3. A blend of homes, shops and offices at and around the post office (Florida and North 7th Streets) would create the Victory Park neighborhood, activating an underused site.

Green

“The future of downtown Baton Rouge as a livable city center depends in no small measure on improving its public open spaces, streetscapes and places of public gathering,” says PBR II. The city and downtown supporters need to expand the meager amount of park space, add to the tree cover and implement comprehensive sustainable building standards.

Active

“Currently, central downtown has fewer than 2,000 residents. Any city wishing to increase its vitality must lure more residents downtown.” For that, more housing for different income levels should be constructed in Mid City and Old South Baton Rouge, while the city and state should provide incentives to build housing in downtown.

Connected

“The barriers that separate downtown Baton Rouge from the Mississippi River—both flood control levees and roadways—deprive the city of a major asset. Without concerted efforts to reconnect the city to the Mississippi River, as called for in a number of prior plans, the river’s ability to attract people and investment will remain lost, and a great waste.” Consultants say a narrower River Road, better pedestrian crossing



and links from streets and paths to the river will make the river a daily part of Baton Rouge life.

Prescription

For downtown to be more green, connected and active, PBR II offers a number of priorities:

Promote a central green and plant an urban forest

Chan Krieger recommends the creation of two riverfront parks—a link of the state capitol grounds with the riverside land next to Hollywood Casino for one park, and combining the hodgepodge of green space and cement surfaces surrounding city hall, the Old State Capitol and the riverfront next to the Louisiana Art and Science Museum for the other.

Building the Central Green around the Old State Capitol would result in an “inviting series of outdoor living rooms surrounded by a variety of cultural destinations.”



4. An entertainment anchor on Third and Main would bookend the Shaw Center for the Arts, drawing people between the two and through a lively entertainment and arts district.

5. Converting Laurel Street from a one-way to two-way street would make it easier for drivers to negotiate downtown, enhance connections to adjacent neighborhoods and benefit pedestrians by reducing vehicle speed. Make the street green as well, PBR II recommends.



6. By providing pedestrian links and bridges, people will be able to easily reach the river.

Make Third Street an entertainment corridor

Downtown’s historic shopping street needs another cultural or entertainment anchor on Third Street. The Arts Block anchors Third and North Boulevard; a new destination is needed at Third and Main Street. “Developing a cultural anchor in this area would activate both ends of Third Street, creating a retail entertainment spine.”

PBR II says the public sector must lead to create this new anchor, acquiring sites, recruiting developers and providing other support to create a destination. The public garage at the intersection must be available for after-hours public parking to support restaurants and other venues at the anchor on Third and Main.

Make downtown clean and safe.

“Failure to make downtown safe and clean will squander any investment in the city.” Consultants have said the Downtown Development District is underfunded compared to other cities. They recommend a boost in DDD funding and making the agency responsible for a clean and safe downtown. Downtown should be cleaned daily, and unarmed security guards should be hired to patrol around the clock and double as ambassadors for the city center.

Create financial incentives for developing downtown housing

Barriers to downtown housing include high land costs and overregulation, disincentives that result in landowners choosing to build surface parking lots

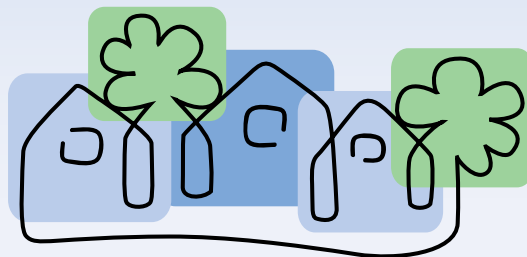
instead of the homes. Chan Krieger says a revolving loan fund should be created as a supplement to existing financing so pioneering developers can build housing.

A parking solution

To let downtown compete with plentiful and cheaper suburban land, a comprehensive parking plan is needed. On-street parking regulations and joint-use parking agreements with existing parking lot owners, especially churches that use spaces only during religious ceremonies, should be considered in the plan. Efficient parking management strategies, urban design improvements, a better pedestrian experience, transit stops and shared parking should be implemented through the plan. •



The barriers that separate downtown Baton Rouge from the Mississippi River—both flood control levees and roadways—deprive the city of a major asset.



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The return of the two-way street

**Why the double-yellow stripe is making
a comeback in downtowns.**



Guest Columnist

Alan Ehrenhalt

Over the past couple of decades, Vancouver, Wash., has spent millions of dollars trying to revitalize its downtown, and especially the area around Main Street that used to be the primary commercial center. Just how much the city has spent isn't easy to determine. But it's been an ambitious program. Vancouver has totally refurbished a downtown park, subsidized condos and apartment buildings overlooking it and built a new downtown Hilton hotel.

Some of these investments have been successful, but they did next to nothing for Main Street itself. Through most of this decade, the street remained about as dreary as ever. Then, a year ago, the city council tried a new strategy. Rather than wait for the \$14 million more in state and federal money it was planning to spend on projects on and around Main Street, it opted for something much simpler. It painted yellow lines in the middle of the road, took down some signs and put up others, and installed some new traffic lights. In other words, it took a one-way street and opened it up to two-way traffic.

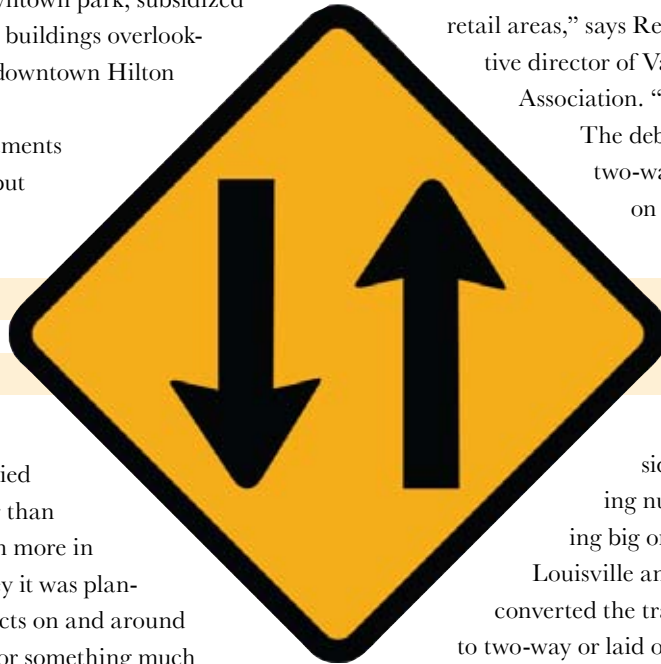
The merchants on Main Street had high hopes for this change. But none of them were prepared for what actually happened following the changeover on Nov. 16, 2008. In the midst of a severe recession, Main Street in Vancouver seemed to come back to life almost overnight.

Within a few weeks, the entire business community was celebrating. "We have twice as many people going by as they did before," one of the employees at an antique store told a local reporter. The chairman of the Vancouver Downtown Association, Lee Coulthard, sounded more excited than almost anyone else. "It's like, wow," he exclaimed, "why did it take us so long to figure this out?"

A year later, the success of the project is even more apparent. Twice as many cars drive down Main Street every day, without traffic jams or serious congestion. The merchants are still happy. "One-way streets should not be allowed in prime downtown retail areas," says Rebecca Ocken, executive director of Vancouver's Downtown Association. "We've proven that."

The debate over one-way versus two-way streets has been going on for more than half a century now in American cities, and it is far from resolved even yet. But the evidence seems to suggest that the two-way side is winning. A growing number of cities, including big ones such as Minneapolis, Louisville and Oklahoma City, have converted the traffic flow of major streets to two-way or laid out plans to do so. There has been virtually no movement in the other direction.

Minneapolis opened its First Street and Hennepin Street commercial areas to two-way traffic on Oct. 11, hoping to pump some life into a stagnant corridor. It's too early to draw any firm conclusions, but the early responses were mixed. First Street is home to several nightclubs, and some of them complained that bringing in two-way traffic made it difficult for bands with large trucks to park. "The city has royally screwed us," one club manager declared. The city basically



shrugged those complaints off. Its planners claimed the clubowners were making self-interested arguments that ignored the common benefits of a healthier street life.

Before World War II, one-way commercial streets were pretty rare in the United States. People frequented downtowns in which buses and streetcars negotiated two-way traffic, and they got off to shop at the stores that lined both sides of the street. Those who drove could park right along the sidewalk.

After the war, a couple of things happened. Civil defense planners, taking seriously the threat of nuclear attack, worried that residents trying to escape would create gridlock on the crowded two-way streets, imprisoning themselves in smoldering cities and causing many more casualties. The arterial streets were the only escape routes they had. Making them one-way, on an alternating basis, would speed things up

were built, so nobody would have to flee the Soviets on gridlocked city streets. More important, downtown retail customers were shopping at suburban malls no matter what the local chamber of commerce did to try and stop them. Downtown had begun its long, familiar decline. The one-way streets fashioned in the 1950s and 1960s were still pretty good at whisking people out of central cities, but far fewer area residents wanted to enter the cities in the first place. Many downtown one-way streets became miniature speedways that served largely to frighten anyone who had the eccentric idea of strolling down the sidewalk.

Anyone who travels a lot to the center of big cities has had an experience like this: You arrive at night, and start looking for your hotel. You find it, but you can't drive to the entrance because the street is one-way the other way. Finally you come to a street that goes the way you want, but once you get close again,

Many downtown one-way streets became miniature speedways that served largely to frighten anyone who had the eccentric idea of strolling down the sidewalk.

and save lives. Or so it was thought.

But atomic bombs were only one factor that made civic leaders and transportation planners partial to one-way streets in the postwar years. They were worried about congestion, period. Some thought that the frustrations of moving through downtown the old-fashioned way were driving people to do their shopping in the suburbs. More mobility might mean more customers. Others, in those pre-Interstate days, cared mainly about the satisfaction of the suburbanites themselves. These people were using the arterial roads to commute in and out of the city, and there was little dispute that one-way streets could get them back and forth more quickly.

By the 1970s, though, there were new urban realities. Large portions of the Interstate Highway System

the signs won't allow you to make the turn you need to make. You can waste 20 minutes this way. And as you keep driving, you notice that the streets are empty anyway. Any reason that might have existed for turning them into single-purpose speedways simply did not apply anymore.

Meanwhile, local governments were slowly learning that the old two-way streets, whatever the occasional frustration, had real advantages in fostering urban life. Traffic moved at a more modest pace, and there was usually a row of cars parked by the curb to serve as a buffer between pedestrians and moving vehicles. If you have trouble perceiving the difference, try asking yourself this question: How many successful sidewalk cafés have you ever encountered on a four-lane, one-way street with cars rushing by at 50 miles per



Plan Baton Rouge II recommends two-way streets

- Restore South Boulevard to a divided boulevard.
- Allow two-way traffic on St. Ferdinand and St. Louis Streets.
- Allow two-way traffic on Laurel Street and improve sidewalks.

hour? My guess is, very few indeed.

So over the past 10 years, dozens of cities have reconfigured one-way streets into two-way streets as a means of bringing their downtowns to life. The political leadership and the local business community usually join forces in favor of doing this. There are always arguments against it. Some of them are worth stopping to consider.

Among the critics are traffic engineers and academics who were taught some fixed principles of transportation in school decades ago and have never bothered to reconsider them. Joseph Dumas, a professor at the University of Tennessee, argued a few years ago that “the primary purpose of roads is to move traffic efficiently and safely, not to encourage or discourage business or rebuild parts of town . . . Streets are tools for traffic engineering.”

If you agree that streets serve no other purpose than to move automobiles, you are unlikely to see much problem with making them one-way. On the other hand, if you think that streets possess the capac-

ity to enhance the quality of urban life, you will probably consider the Dumas Doctrine to be nonsense. That is the way more and more cities are coming to feel.

There are other arguments. It’s sometimes said that more accidents occur on two-way streets than one-way streets. The research that supports this claim is decades old, and to my knowledge, has not been replicated. Even if you accept this argument, though, you might want to consider that, at slower speeds, the accidents on two-way streets are much more likely to be fender-benders at left-turn intersections, not harrowing high-speed crashes involving cars and pedestrians.

Finally, there are complaints from fire departments that it takes them longer to reach the scene of trouble when they have to thread their way around oncoming traffic, rather than taking a straight shot down a one-way speedway. I can’t refute this, and in any case, I don’t like arguing with fire departments. But I have to wonder how many people have died in burning buildings in recent years because a fire truck wasn’t allowed to use a one-way street.

I wouldn’t argue that two-way streets are any sort of panacea for urban revival, Vancouver’s experience notwithstanding. And I understand that they are not always practical. Some streets simply are too narrow to have traffic moving in both directions; others have to be designated one-way because their purpose is to feed traffic onto expressways.

What I would say is this: When it comes to designing or retrofitting streets, the burden of proof shouldn’t fall on those who want to use them the old-fashioned way. It should be on those who think the speedway ideology of the 1950s serves much of a purpose half a century later. •

This column first ran in *Governing* magazine’s December 2009 issue. It is reprinted with the magazine’s permission. Alan Ehrenhalt is *Governing*’s editor.



Preliminary analysis of traffic levels in downtown suggest that nearly all of the one-way streets could be converted back to two-way traffic without any impact to traffic performance.

Center for Planning Excellence would like to
thank our funders and *congratulate* our awardees
for the
Commercial Façade Improvement
and
Home Rehabilitation

grant programs in the Old South Baton Rouge community



courtesy of the LSU Office of Community Design and Development

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Home Rehabilitation

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Awardees

Four Homes on Oklahoma Street
Three Homes near Thomas Delpit Drive



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Jamison Ross, 19, at his home on Oklahoma Street. Ross participated in the Old South Baton Rouge computer course at the Carver Branch Library. He hopes to build on his new skills by taking computer classes at Louisiana Technical College.

Hope in a PC

New pilot program is a hit in rising
Old South Baton Rouge

By Maggie Heyn Richardson | Photos by Tim Mueller

The lanyard around Jamison Ross' neck reads "Class of 2009." It swings proudly as he sits before a computer at the Carver Branch library, where he is gathered with others to learn skills that will give him a chance to get a good job.

To get here, he has worked hard, overcoming problems at home and avoiding drug dealers and gang members who roamed the neighborhood.

In a pilot program created by the Center for Planning Excellence and the Capital Area Corporate Recycling Council, Ross and his classmates will learn how to take apart and rebuild computers. The goal of the project is to teach new skills that will not only lift the people but also their neighborhood, Old South Baton Rouge, an African-American community that went into decline with a flight to the suburbs.

The Baton Rouge Area Foundation created a strategic plan to revive OSBR, extending our revival work from downtown to the adjacent neighborhoods that extend to LSU. The plan now is being executed with partners led by the Center for Planning Excellence.

"One of the things the plan revealed was that building small businesses is a huge neighborhood need," says Susan Ludwig, CPEX redevelopment director. "But to succeed, any new small business is going to require employees with computer skills, which

many residents don't have."

"It's like trying to connect a three-pronged plug into a two-pronged outlet. Through this class, we're trying to provide the adapter."

Ross, 19, takes a seat in front of a disassembled computer at a horseshoe-shaped table. Slowly and carefully, he connects cords, slides a keyboard, a CPU and a screen into place until a proper workstation takes shape. Course instructor Zachary Pyle, a Corporate Recycling Council employee, works with each student to ensure they are ready to proceed. Then he begins the morning's first lesson on how Microsoft Windows works.

Ross looks at the large screen in the front of the room, and follows the commands Pyle demonstrates. He and his fellow classmates are quiet and serious. Some take notes. Others ask for extra help. One student has trouble determining when to right-click or left-click. It's his first time behind a computer.

Ross, who grew up in the neighborhood, says he's hoping the class will help him gain the confidence to pursue coursework at Louisiana Technical College in early 2010 to become a network specialist.

School has never been easy for the tall, lanky young man, who lives in a crowded house on Oklahoma Street with his mother and four sisters. As the middle child, he says he spent most of his teen years staying

“It’s like trying to connect a three-pronged plug into a two-pronged outlet. Through this class, we’re trying to provide the adapter.”

—Susan Ludwig, OSBR project

indoors to avoid the continual presence of gangs and drug dealers in the area. He has struggled academically and negotiated what he calls “personal problems at home.”

“My mind wasn’t focused on school,” he says.

He failed two consecutive years at Woodlawn High, then transferred to Arlington Preparatory Academy, part of the East Baton Rouge Parish Public School System. There, he began to do better, working hard and eventually graduating with a high school diploma in May 2009.

He has worked odd jobs since, and volunteered at the Carver Library, where he found out about the computer course. The opportunity to take home a PC and the skills to operate it were a tremendous draw, he says. He applied immediately.

For the machines and the instruction, Ludwig and CPEX partnered with CACRC, a nonprofit that re-

cycles e-waste while providing green jobs to help process the vast electronic recyclables it receives from local businesses and individuals. The nonprofit is part of the expanding green industry sector, and it represents a possible market for some of the graduates of the OSBR computer class.

“We were really surprised at the number of people who were interested,” says Corporate Recycling Council Executive Director Nancy Jo Craig. Five people applied for each spot in the pilot run.

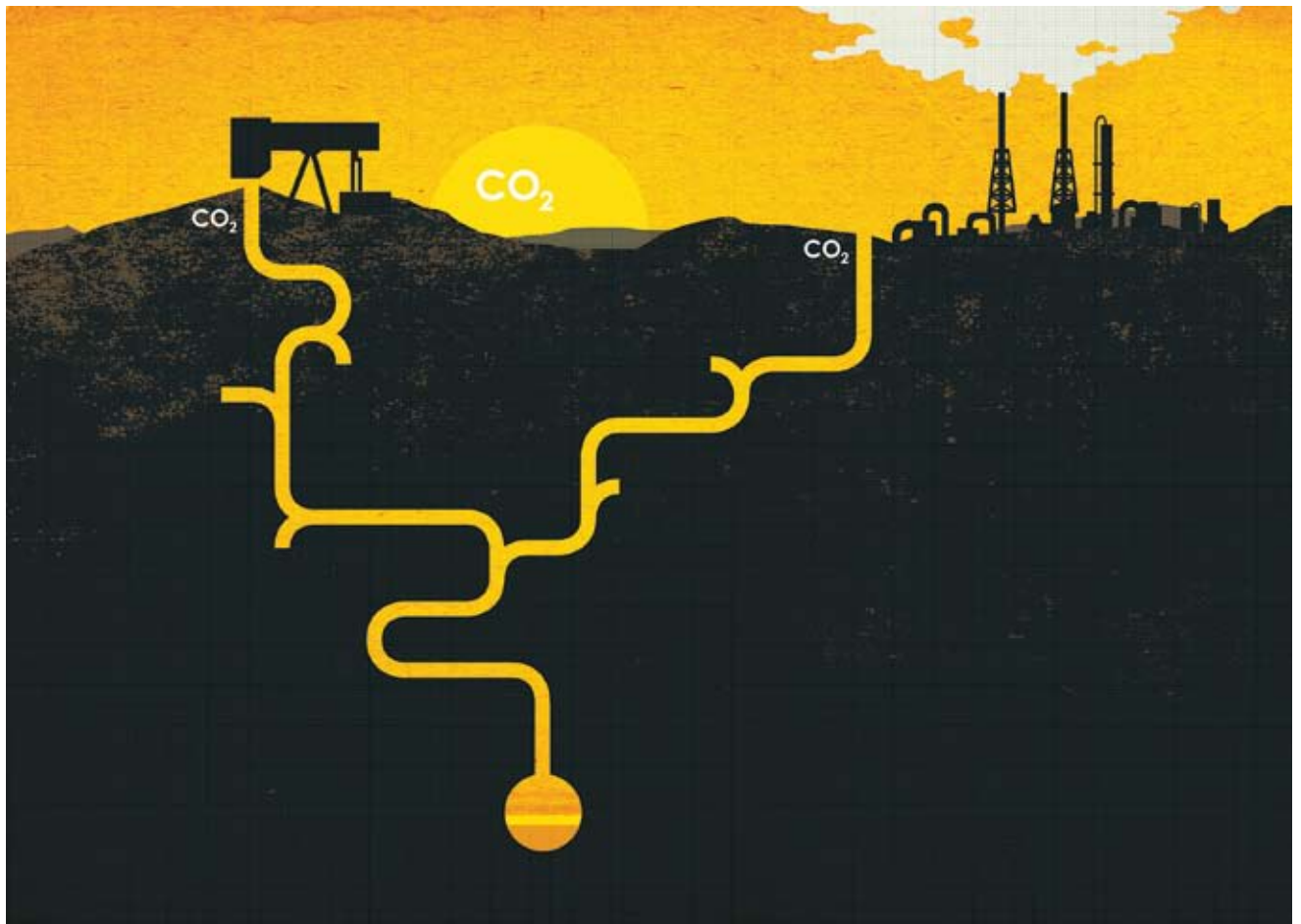
“With such a big waiting list, we may add some one-day events to go along with the 40-hour class.”

Ross says he believes the class will continue to attract residents who want instruction but have had few opportunities historically to pursue it.

“They want to be on the computer, but they don’t know what to do,” he says. “The people around here need it. Right now, all we got is each other.” •







Monitor

Climate boom?

Curbs on greenhouse gas could draw cap-and-trade money to reduce petrochemical emissions

By Jeremy Alford | Illustration by Chris Ede

Maybe because of a proposed emissions-cutting bill that it touted to slow global warming, or maybe from a sense of corporate responsibility, Louisiana's chemical industry is exploring ways to capture and transport carbon dioxide. And depending on which way the political wind blows in coming months and years, the practice of sequestering CO₂ could become a profitable and environmentally-friendly venture for some plants—not to mention the oil and gas industry.

That's because the cap-and-trade concept—all the

rage on Capitol Hill—would establish new emission standards for coal-powered plants, manufacturers and chemical facilities like those in Louisiana. As proposed, each entity would be permitted to emit a certain amount of carbon dioxide. Because the emissions could be traded, a coal or other emitting plant that exceeds its limit could buy—for cash—credits from a Louisiana chemical plant that has cut or is capturing its carbon dioxide output.

Political odds-makers did not expect the cap-and-trade legislation to pass the U.S. Senate, even

though the House had given it the nod in mid-2009. Nonetheless, the concept has caught on with various special interests and some states, especially influential California. They are exploring ways to incorporate a cap-and-trade system back home. Additionally, cap-and-trade is expected to resurface again in some form during the final three years of President Barack Obama's term.

Dan Borné, president of the Louisiana Chemical Association, says his membership is "all over the map" on supporting Obama's energy proposal. He says some members view it as a "carbon tax that would increase the cost of business." For instance, Borné contends an oil refinery pumping out 100,000 barrels of crude daily would potentially have to make upwards to \$300 million in changes to make the system work.

Still, petrochemical companies in Louisiana would likely be paid by coal producers and others to capture carbon dioxide under the proposed legislation, which

port a CO₂ stream across 320 miles, beginning in Donaldsonville and ending in the Hastings Oil Field, south of Houston. The completion date is pegged to mid-2010.

Officials with Dow say the arrangement to ship their carbon emission made sense on a number of levels. "Dow has publicly stated that by 2015, we will reduce GHG (greenhouse gas) emissions by 2.5% per year per pound of product," says Dave Kepler, Dow chief sustainability officer. "This is the kind of technology and collaboration it will take to continue to make progress against our sustainability scorecard."

Byproduct CO₂ from Dow's Plaquemine plant will be shipped via pipeline for use in Denbury's enhanced oil recovery operations. This process calls for CO₂ to be pumped into the ground, from where it pushes up oil that's been left over by previous, traditional operations.

This is a major leap forward for oil producers, says Louisiana Oil and Gas Association President Don

"There are a lot of different ways to connect the dots and that's why some manufacturers are for it."

—Dan Borné, president of the Louisiana Chemical Association

would in turn create jobs for industrial manufacturers on the local level, Borné admits. "There are a lot of different ways to connect the dots and that's why some manufacturers are for it," he says. "There are a lot of moving pieces to this. We're trying to watch them all. You're either at the table or on the menu. And our membership wants to be at the table."

This line of thought, that Louisiana plants could benefit from cap-and-trade, has been buoyed recently by Dow Chemical's Plaquemine plant, which will capture CO₂ so it can later be used by an oil producer in Texas. Dow's new relationship with Denbury Onshore was announced in November. As planned, Dow will become a stop on Denbury Onshore's "Green Pipeline," which will eventually trans-

Briggs, especially since 72% of oil is left in the ground by other methods and the CO₂ process opens up a new market. Moreover, depending on the price of oil and other market conditions, the U.S. Department of Energy has estimated that enhanced oil recoveries with carbon dioxide could generate an additional 240 billion barrels annually. That's why industry insiders call it the "second generation" of oil exploration.

Briggs says he could see a new industry develop in the future, where more Louisiana plants will be capturing carbon dioxide and running it directly to oil sites around the state. "That's the 'green' element in all of this," Briggs says. "Everyone is complaining about CO₂ emissions, but this would give companies a reason to capture, before it gets into the

environment.”

The Louisiana Legislature recently passed a tax break to bolster CO₂-enhanced exploration. In a nutshell, the new law eliminates the sales and use tax on any carbon dioxide sold for enhanced oil recovery projects, just as long as the project has been approved by the state Department of Natural Resources. DNR Secretary Scott Angelle says he’s unaware of any other incentives that might be introduced in the 2010 regular session.

is enteric fermentation (that is, the product of cows burping and passing gas), which is actually included in the greenhouse gas limit portion of the original House bill and accounts for 20% of the total limit on agricultural emissions. “A proposed solution to reduce enteric fermentation is to alter the animals’ diets and receive credits for diet induced reductions. That implies that some farmers would be able to sell credits to heavy greenhouse gas emitting industries for a profit,” says Strain. “In reality, this creates an environment

“Everyone is complaining about CO₂ emissions, but this would give companies a reason to capture, before it gets into the environment.”

—Don Briggs, Louisiana Oil and Gas Association President

Despite all the action, it’s been a hard sale for cap-and-trade in the Bayou State. One after another, Louisiana’s statewide elected officials have taken strong stances against the plan. Gov. Bobby Jindal has said that Obama’s energy plan “punishes the American energy industry”—and Louisiana.

The White House argues that the legislation would create millions of green jobs and move the nation toward developing more fuel-efficient vehicles and using renewable sources like wind, solar, ethanol, hydroelectricity, nuclear. Inversely, that would also mean moving the nation away from Louisiana staples such as oil and gas, as well as other fossil fuels like coal, Jindal and others note.

Even Agriculture Commissioner Mike Strain has joined Jindal in expressing concern over the concept. Strain says cap-and-trade “is not favorable for Louisiana or the national agriculture economic sector.” In a policy paper, he argues that cap-and-trade is a tax on fossil fuels that will artificially increase the cost of energy and manufactured products.

Of particular concern to state cattle operations

where many entities, not just farmers, will be in competition to sell their credits, but will ultimately lower the overall pool of funds available to farmers who may or may not have a chance to offset the added costs.”

In the grand scheme of things, it’s the chemical and energy producers, not farmers, who are watching the evolving cap-and-trade debate with cautious eyes. To them, it’s a fight against a heavy-handed administration, and they’re already willing to take a few blows proactively to head off the policy train. “I think anything that puts a value on CO₂ and that can reduce your footprint is a great thing, and a lot of folks are already looking into that in anticipation of greenhouse gas legislation passing sooner or later,” Borné says. “Anything that can mitigate that cost of cap-and-trade and the other taxes the Obama administration is pushing is something that our members are looking at.” •



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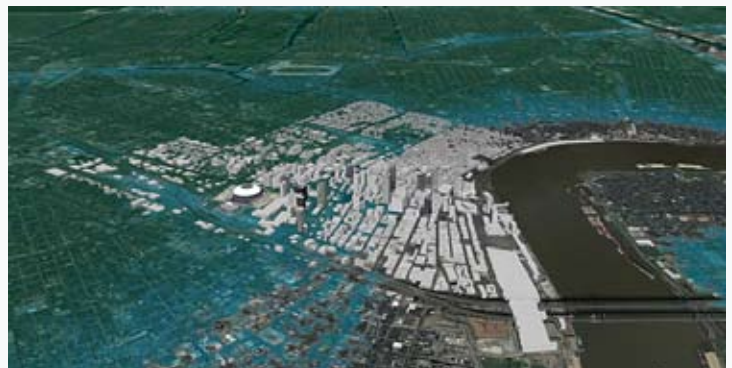
“Somewhere today, in the here and now, in the world as it is, a soldier sees he’s outgunned, but stands firm to keep the peace. Somewhere today, in this world, a young protestor awaits the brutality of her government, but has the courage to march on. Somewhere today, a mother facing punishing poverty still takes the time to teach her child, scrapes together what few coins she has to send that child to school—because she believes that a cruel world still has a place for that child’s dreams.

Let us live by their example.”

—PRESIDENT OBAMA, IN ACCEPTING THE NOBEL PEACE PRIZE

Prime: 70 meters

Predicted rise in sea level if the Antarctic and Greenland ice sheets melt. Though such a rise in sea levels is highly improbable (Topeka would be beachland), climate researchers are now predicting that seas will rise at least one meter in this century, drowning most of New Orleans (right) unless there is mitigation. Some researchers predict a sea level rise of up to three meters this century, which would put Miami and other coastal cities under water.





FUN WITH DIRT

In New Orleans, some of the dirt is poison. Laced with lead, it's an acute danger, particularly to young, growing brains. A novel campaign is enlisting people around the country to clean the dirt. Fundred.org is asking people to draw their own versions of \$100 bills, which are being collected and will be taken by armored car—a green one that runs on vegetable waste—to Washington, D.C. There, organizers will request the federal government exchange the \$100 bills, mostly drawn by schoolchildren, into a commitment of \$300 million, the amount required to remediate the New Orleans land.

By early January, Fundred.com had collected more than \$180 million in hand-drawn \$100s, with a goal of collecting the rest in about a year or so. If it's successful in New Orleans, the campaign plans to take on leady soil in other cities.



CLIMATE PROBLEM SOLVED

\$40 billion

Estimated cost of annual heat loss from windows of U.S. buildings.

Without notice, U.S. buildings are wasting huge amounts of energy, thereby adding enormous amounts of carbon emissions to the atmosphere. But the remedy is in plain sight. A McKinsey Group study released last summer asserts a \$520 billion investment in energy efficiency for U.S. buildings would return \$1.2 trillion in energy savings. Reduced energy use would, in turn, cut CO2 emissions by 1.1 gigatons per year in 2020, which is the amount produced by all vehicles on American roads. Accomplishing this feat would require incentives, because people are hesitant to invest up front for long-term returns, says McKinsey.



Rotterdam market

If mixed-use has become a cliché, here's a jolt: Under construction in Rotterdam is a community market that has apartments, restaurants, offices and leisure spaces. Designed by MVRDV, the hall is shaped by an arch of apartments. The enclosed space will serve as a central market during the day. In the evenings, it will be used by restaurants that line the first floor. The arch will have 228 apartments and 100 market stalls, shops and restaurants. Each apartment has a balcony on the outside and a window that overlooks the public market.

monitor briefs



NOW THAT'S SERIOUS

Serious Materials is reinventing building materials, a very big deal because the construction industry is responsible for more than half of CO2 emissions worldwide. Based in Sunnyvale, Calif., one of the company's products should make Baton Rouge-area residents rush to home improvement stores. Serious Materials says EcoRock is the first and only termite-resistant drywall. Moreover, the product is made of 80% recycled materials, emits 80% less CO2 during manufacturing, is 50% more mold resistant, generates 60% less dust but costs no more than conventional drywall. The company's other products use less energy, leading it to declare the ambitious goal of reducing world energy consumption by 75%, or 12 terawatts, by 2040.

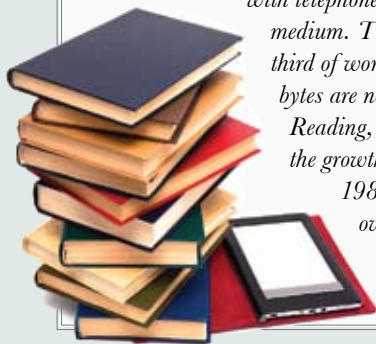
READING REBOUNDS

Where's Ripley? Believe it or not, Americans consumed about 1.3 trillion hours of information in 2008. On average, an American consumed 100,000 words a day from books, the Net, newspapers, TV, radio and other media outlets.

The estimates are produced by the Global Information Industry Center at UC San Diego.

The traditional media of radio and TV still dominate U.S. information consumption, accounting for 60% of daily hours. Despite this, computers have had major effects on some aspects of information consumption. In the past, information consumption was overwhelmingly passive, with telephone being the only interactive medium. Thanks to computers, a full third of words and more than half of bytes are now received interactively.

Reading, which was in decline due to the growth of television, has tripled from 1980 to 2008, because it is the overwhelmingly preferred way to receive words on the Internet.



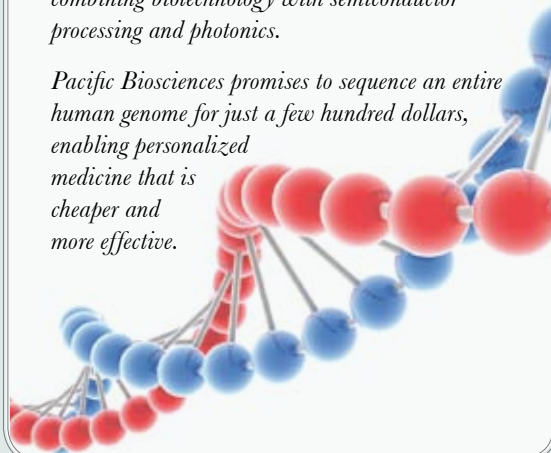
Bold gambit

Many science startups slink about. Not Pacific Biosciences, which promotes itself as a "bold company developing a transformative platform for single molecule real time detection of biological events" that "promises to revolutionize the life sciences and drive radical advances in medicine, agriculture and clean energy."

The company has invented a method to rapidly and inexpensively sequence DNA, doing work that took months in a single day while providing a more complete understanding of how molecules interact. Unraveling the complexity of biological systems could lead to the causes and cures of disease.

Named in 2009 as a revolutionary company by the World Economic Forum, Pacific Biosciences' brainchild is a microscope that is 1,000 times more sensitive than existing ones. It's built by combining biotechnology with semiconductor processing and photonics.

Pacific Biosciences promises to sequence an entire human genome for just a few hundred dollars, enabling personalized medicine that is cheaper and more effective.



12 million

Estimated global sales of e-readers in 2010, more than double the 5 million last year



ALL SQUARE

Square, a startup created by Twitter founder Jack Dorsey, has created technology that lets anyone with a mobile device accept a credit card. After establishing a Square account, you receive a miniscule card reader that plugs into a smart phone. With a swipe of a card and an electronic signature on a touchscreen, a transaction is completed. An electronic receipt is delivered to an email address. Square's pitch is the simplicity of its system. But some are skeptical about Square's chances, particularly with the expected rise of wireless transactions, which can be conducted among two phones near each other.

POTHOLE BE GONE

Want a pothole fixed or graffiti gone? You can post it on SeeClickFix.com, a website that lets anyone in the world report non-emergency problems to local government and request a solution. Residents can check the site for issues in their area and get alerts when issues appear. And, of course, there's an app that permits iPhone users to report problems while on the move. Some local governments have signed on to use SeeClickFix.com to respond.



Harlem Wonder

Most education reforms, such as smaller classes and teacher pay incentives, produce nearly inconsequential gains. Not Promise Academy schools in the Harlem Children's Zone, which academic researchers gush is the rare successful outlier. Comparing students at Promise Academy against the New York City norm, Harvard economists found that students rose from the 39th to the 74th percentile in math from the sixth to the eighth grade, and from the 39th to the 53rd percentile in English Language arts during the same period.

Promise Academy, researchers assert, had closed the white-black achievement gap. Creating this victory is Geoffrey Canada, whose charter schools succeed with a no-excuses policy. Canada, who spoke at the Louisiana Association of Nonprofit Organizations meeting in October, works his students hard. Kids who performed below grade level spent twice as much time in school, while even those performing at grade level spent 50% more time in school, according to the New York Times. The schools are focused on high expectations, including getting most students into college.

"If Louisiana's children are going to be saved, you are going to have to do it," he told attendees at the LANO conference.

For more about his work, read *Whatever it Takes: Geoffery Canada's Quest to Change Harlem and America*.



TIM MUELLER



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The River City Jazz Coalition thanks: C.J. Blache and Sheri McConnell, Janet Boles and Scott Crawford, Joyce and Gary Dennis, Maria and Brian Despinasse II, Leo and Gwendolyn Hamilton, Tim and Stacia Hardy, Cornelius and Karen Lewis, The John and Virginia Noland Fund, Albert and Roberta Sam and The Josef Sternberg Memorial Fund.

monitor briefs



2009 TOP 10 CITIES QUALITY OF LIVING INDEX

1. Vienna, Austria
2. Zurich, Switzerland
3. Geneva, Switzerland
4. Vancouver, Canada
5. Auckland, New Zealand
6. Dusseldorf, Germany
7. Munich, Germany
8. Frankfurt, Germany
9. Bern, Switzerland
10. Sydney, Australia

American cities in the top 50 are Honolulu (29), San Francisco (30), Boston (35), Portland (42), Washington, D.C., and Chicago (tied at 44), New York City (49) and Seattle (50).

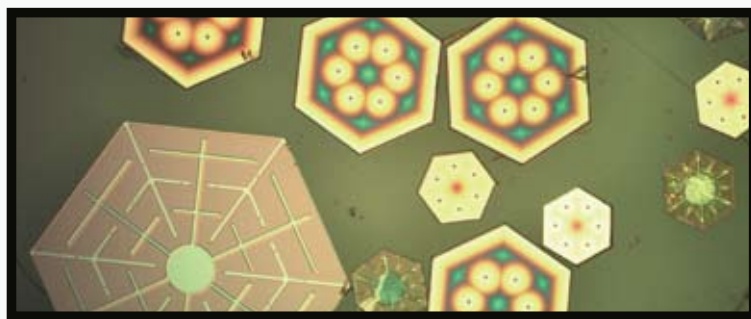
Mercer ranked 215 of the largest cities based on political and social environment, health care, public services, available consumer goods, economy, education, recreation, housing, cultural environment and natural environment.

SOURCE: MERCER CONSULTING

Solar cell breakthrough

Small is beautiful. Researchers at Sandia National Labs have reduced silicon solar cells, providing hope for more power at less cost. The cells also promise uses in flexible materials, such as clothes for power on the go.

The cells use just 1% of the materials required to create silicon solar cells, dramatically reducing the cost of producing solar energy. First, Sandia has to develop a manufacturing technique for the cells. Researchers expect the military to begin using the cells in about three years. The technology may reach the wider market in five years.



Hot air?

EnviroMission has a spin on energy from the sun. Heat gathered on solar collectors would drive hot air through 2,400-foot chimneys that turn a turbine to produce energy. A California power authority has the company as a provider, but the firm has to prove the technology to investors before building the \$750 million, 200-megawatt plant.





Bethany Rubin Henderson

Come fall, a half dozen college grads will dart about Baton Rouge government offices, working for small sums to make government work better for all of us. You can trace their wide-eyed optimism to Bethany Rubin Henderson, who graduated from Episcopal High School, earned a law degree from Harvard, then picked the tug of common good over a rising law career.

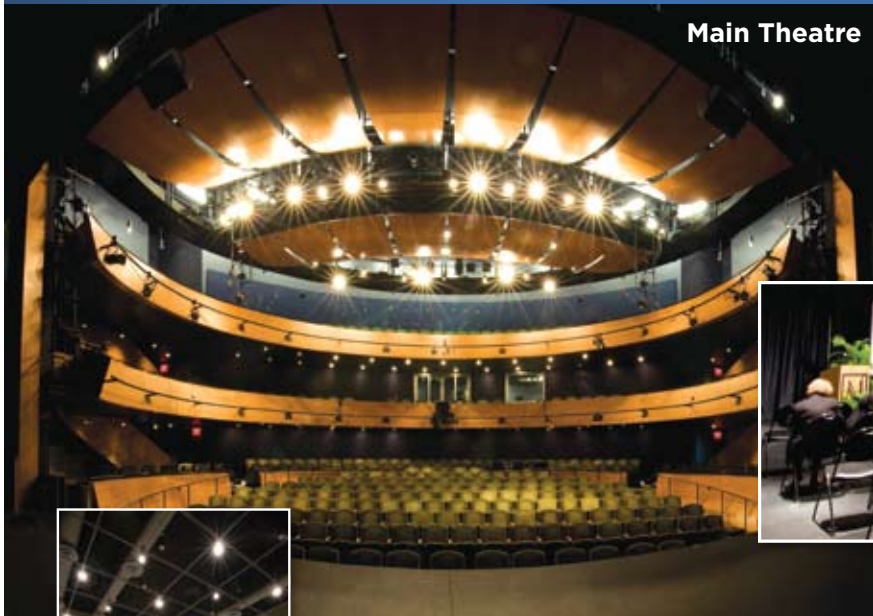
Henderson created City Hall Fellows about 30 months ago. With grants and government funding, she has recruited young adults to serve in local government for a year, just as Teach for America works with public schools. One fellow of Rubin's nonprofit found nearly \$9 million in savings for San Francisco; another has started a wellness program for Houston's poor. Most of them continue to work in government after their one year of service.

She lives in Los Angeles, but Henderson had Louisiana in her heart when dreaming up City Hall Fellows. "I always thought I would start this for Baton Rouge, the community I care about." •

—MUKUL VERMA

Rent the Manship Theatre

It's been called the "jewel box" inside the Shaw Center for the Arts. Any event you dream up will sparkle at the Manship Theatre. Or in one of the three adjacent spaces, which are flexible enough to be made up as you choose. Whatever you imagine, we can do.



Hartley-Vey Workshop



Hartley-Vey Studio



Upstairs at the Manship



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AT THE SHAW CENTER FOR THE ARTS

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TO: PARTNERS IN CIVIC ADVANCEMENT

THANKS FOR SHAPING THE WORLD.

Your memberships let us work each day on behalf of the community. Your deliberations with us sharpen our long-term projects, the ones that change the arc of the Baton Rouge region. Such as an economic survey that will match Louisiana's distinct advantages with rising industries of tomorrow. A new redevelopment authority that has grabbed \$60 million in grants for reviving inner-city housing and commerce. And innovations in public education that will create an informed citizenry for our future.

We are in this together—for good.

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