



CURRENTS

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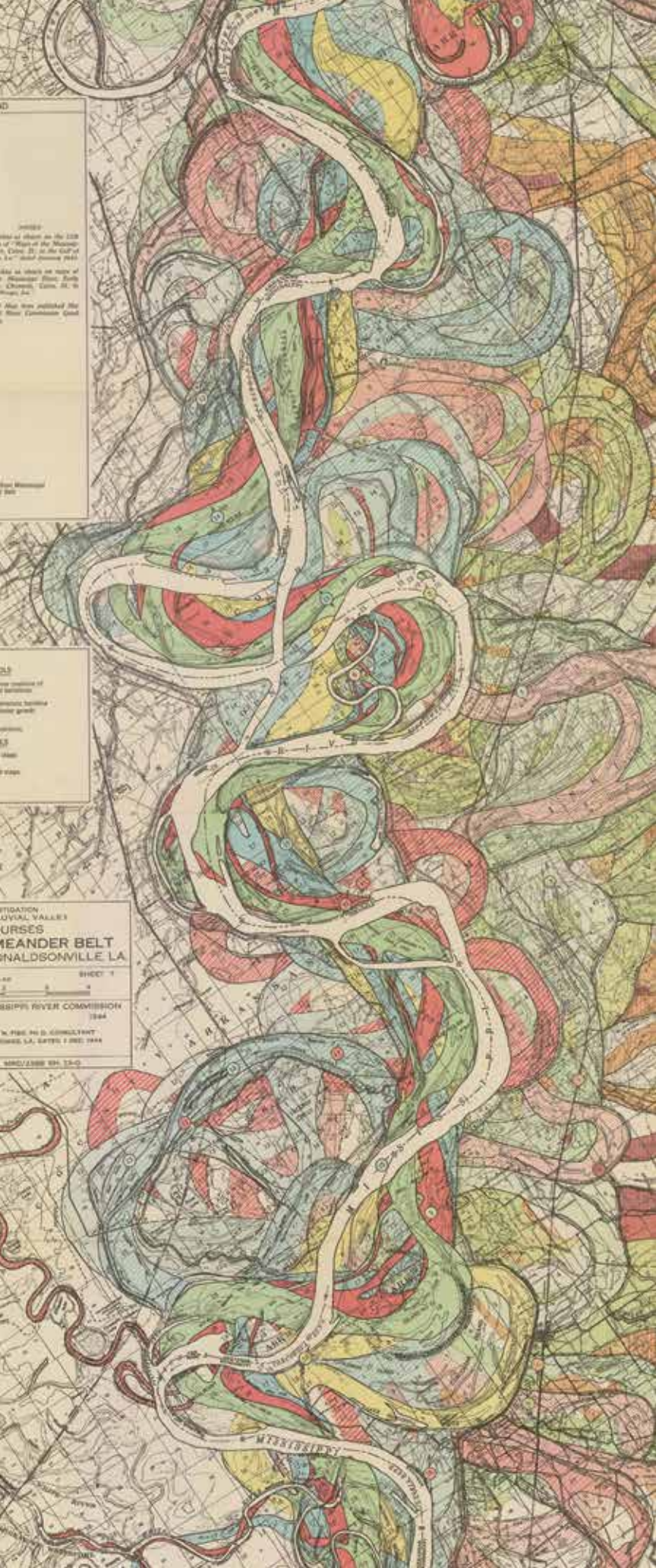




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*Baton Rouge
Area Foundation*

LETTER



Every once in a while, it's good to stop and reflect on our accomplishments. Seeing what we've achieved allows us to measure how far we've come, but it also awakens new energy and

enthusiasm for the work that remains to be done. That's why we gathered in March, when the Foundation's fund donors and members marked the occasion of our 50th anniversary.

Coming together at the Shaw Center for the Arts—a landmark institution funded in part by our donors—we took a little time to tell stories, to share conversation and to enjoy a well-earned celebration. Before the evening was over, John Davies, our President and CEO, announced a new initiative that will continue the mission of the Foundation, giving people a chance to prosper for themselves and for the common good.

Davies pledged that the Foundation will underwrite and oversee a master plan for the Baton Rouge lakes. The lakes are reverting to swampland, threatening one of the community's most treasured assets. Building on a U.S. Army Corps of Engineers report in 2008, the Foundation's master plan will recommend dredging the lakes and using the material to construct improvements in the area. Along with making existing features like paths safer, the plan will call for adding new amenities. It will prioritize a balance between the interests of the people who live around the lakes with the larger community, while working to preserve the lakes as a living natural system.

As with our planning for the renewal of downtown Baton Rouge, our goal here is to create an attractive destination that will welcome all parts of the community. A shared space, as we all know, allows us to meet people who we don't ordinarily come across in the daily routine of our lives. It creates opportunities to

turn strangers from across town into new friends. In doing so, we become a more understanding community, better able to live together and—the greater challenge—ultimately more willing to care for the needs of each other.

In creating the blueprint for reviving downtown Baton Rouge, we learned that planning is improved when experts invite residents to contribute their ideas, and the community, in turn, shares its boldest hopes and aspirations. They push us to strive harder, to raise our standards, to dream big.

With this latest project, we are especially aware that the people of this community cherish their lakes, and we believe they know best how to improve them. So the landscape planners will encourage us all to offer ideas about what the lakes can become. That makes everyone a stakeholder and—we hope—a staunch advocate for the project in all its stages, from planning through implementation.

I encourage you to attend the planning meetings for the lakes project, which will begin later this summer. You'll hear more about it in the next issue of this magazine, as well as online and through the media. In the meantime, you can read an overview about the lakes project in this magazine.

• • •

Our 50th year has also turned out to be the Foundation's busiest 12 months on record, excluding the extraordinary work that followed Hurricane Katrina. Our special projects team is crafting a strategic plan for the Baton Rouge Symphony Orchestra and continues to work hard with the Companion Animal Alliance to reduce the euthanasia rate for lost and abandoned pets that roam our neighborhoods.

The East Baton Rouge Redevelopment Authority will start building a mixed-use development on 200 acres off Florida Boulevard this year. Formerly called Smiley Heights, the

Our 50th year has also turned out to be the Foundation's busiest 12 months on record.

Ardendale development originated as a Foundation project to create a new neighborhood built around a career high school and an automotive training center. The work we started and nudged forward now continues under its own growing momentum.

The creation of a passenger rail system between Baton Rouge and New Orleans has been the longstanding dream of many people. Recently, that dream came within reach, thanks to the release of a new study. It shows that the cost would be less than half of what was indicated by earlier reports. Our civic leadership department continues to press for this project, which would help to create an economic super-region, anchored by Baton Rouge and New Orleans at each end.

Fund donors provide money for grants to nonprofits. Members give us resources to underwrite the civic projects you are reading about here. We encourage you to open a charitable fund at the Foundation. Membership is separate, and you can join for 2014 at a level that you find appropriate, starting at \$100 and rising to \$10,000. To become a member, visit BRAAF.org and select "membership," or call 225-387-6126 and ask for donor services.

We thank our fund donors and members. In March, we celebrated the ways in which, together, we've brought true progress, real and meaningful, to the Baton Rouge community and beyond over the past 50 years. Now, newly energized, we've begun to dream up what's possible over the next 50.

Sincerely,



C. Kris Kirkpatrick,
Chair

Baton Rouge Area Foundation

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The Baton Rouge Area Foundation (BRAAF) 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 education reform. Two, BRAAF invests in and manages pivotal projects to improve the region.

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.

ABOUT US

THE BATON ROUGE AREA FOUNDATION ACCOMPLISHES ITS MISSION IN TWO WAYS :

1 We connect fund donors—philanthropists—to worthwhile projects and nonprofits. Over 50 years, our donors have granted more than \$325 million across South Louisiana and the world.

The Foundation offers several types of charitable funds, including donor-advised funds, which can be opened for a minimum of \$10,000. Donors use these funds to make tax-deductible grants to nonprofits. The Foundation manages the money in the charitable accounts, offers local knowledge about issues and nonprofits, and manages all the necessary paperwork.

DONATIONS TO FOUNDATION :

\$22 million

GRANTS TO NONPROFITS :

\$31 million

} **2013**

2 We conduct civic leadership initiatives that change the direction of the Baton Rouge region and South Louisiana. Members support these projects, which solve fundamental problems. Tax-deductible memberships range from \$100 to \$10,000.

KEY CIVIC LEADERSHIP PROJECTS

NEW SCHOOLS FOR BATON ROUGE : Created and underwrote startup costs for a nonprofit that will support turnaround schools in Baton Rouge by recruiting the best charters, teachers and staff.

THE WATER INSTITUTE OF THE GULF : Launched the scientific institute to offer solutions for coexisting with rising seas and vanishing coastlines. The independent nonprofit has hired several top scientists and expects to grow in coming years as a worldwide resource.

ARDENDALE : Supported the EBR Redevelopment Authority in advancing a 200-acre community off Florida Boulevard that will include housing, retail and parks—and be anchored by a career high school operated by EBR schools and an automotive training academy operated by Louisiana Community and Technical College System.

*Baton Rouge
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MISSION :

The Baton Rouge Area Foundation unites human and financial resources to enhance the quality of life in South Louisiana.

To achieve our mission, we:

- serve our donors to build the assets that drive initiatives and solutions;
- engage community leaders to develop appropriate responses to emerging opportunities and challenges;
- partner with entities from our service area, as well as with other community foundations, in order to leverage our collective resources and create the capacity to be a stimulus of positive regional change; and,
- evaluate our work and share the results with our stakeholders.

POPULATION OF PRIMARY SERVICE AREA :

2+ million

POPULATION OF SECONDARY SERVICE AREA :

7+ billion (world)

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of Baton Rouge-CAABR.org

MAY 10, 2014

6:30pm to 10:30pm

CROWNE PLAZA BATON ROUGE
4728 Constitution Avenue

Join us for Baton Rouge's premier
pet-friendly black-tie gala, a unique event
for humans and their well-mannered, on-leash
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Presenting our 2014 Fur Ball Court

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Tucker, presented by Anthony O'Connor
Barney Rubble, presented by Scott Purdin
Lincoln, presented by Dawn Starns
Knox, presented by Amy Strother
Utah, presented by Jennifer Waguespack
Mia, presented by Leslie Whittle

NEW DIRECTORS ELECTED Members of the Baton Rouge Area Foundation elected new directors to the board at an annual meeting in mid-March. Mark C. Drennen, Perry J. Franklin, Raymond A. Jetson, Kevin F. Knobloch and Jeffrey S. Zehnder joined the board to serve three-year terms.

Drennen, who runs Louisiana operations for Cornerstone Government Affairs, served as commissioner of administration in Gov. Mike Foster's administration. Franklin ran Mid City Redevelopment Alliance before starting Franklin Associates, a public affairs firm. Jetson, who was serving a vacated seat on the board, is pastor of Star Hill Church and head of MetroMorphosis, a nonprofit that is improving underserved communities. Knobloch is managing director of Wells Fargo Advisors in Baton Rouge. Zehnder is CEO of Zehnder Communications, a marketing and communications firm.

The board elected C. Kris Kirkpatrick of Long Law Firm as the new chair. S. Dennis Blunt of Phelps Dunbar law firm is vice chair, Suzanne L. Turner of Suzanne Turner Associates is secretary, William E. Balhoff of Postlethwaite and Netterville is treasurer, and Annette D. Barton is at-large member. Matthew G. McKay of All Star Automotive is past chair.

Continuing as directors are Rose J. Hudson of Louisiana Lottery Corp., Mary Terrell Joseph of McGlinchey Stafford law firm, John B. Noland Jr. of Noland Development, R. Ryland Percy III of Percy and Lanoux, Dr. Albert D. Sam of Tulane Heart and Vascular Institute, and Roland M. Toups of Turner Industries.

The Foundation also provided a financial overview. Assets declined \$15 million to \$548 million at year-end 2013 because of large grants from BP's Future of the Gulf Fund.

Contributions to charitable funds were \$22 million last year, compared to \$30.5 million in 2012. The Foundation and fund donors granted \$31 million in 2013, down from \$37.6 million in the previous year.

The Foundation generated \$4 million from fees and other sources for operations, spending \$3.8 million and ending the year with a \$184,942 surplus, the fifth in a row.

Members, who underwrite civic leadership projects, contributed \$559,000 to the Foundation in 2013, an increase from \$490,000 the year before.



FUR BALL SET The annual Fur Ball to benefit Companion Animal Alliance is set for May 10. The gala raised \$92,000 in 2013, an increase over \$84,000 in 2012, the first year of the event.

Companion Animal Alliance, which was created with the assistance of the Foundation and its donors, operates the East Baton Rouge animal shelter to reduce animal euthanasia and find permanent homes for dogs and cats.

The Fur Ball will be held 6:30-10:30 p.m. at the Crowne Plaza. The black tie optional event will have a pet spa, musical entertainment and live and silent auctions. With tickets, pets are welcome at the event with their humans. More details and tickets are at FurBallBR.org.

GEAUX TIGERS LSU has begun to demolish tired student housing on Nicholson Drive ahead of a planned mixed-use development on the site between Skip Bertman Drive and the North Gates. The space will be used temporarily for parking until the project gets underway.

The LSU Board of Supervisors has approved the project but a start date has not been determined.

Estimated at \$200 million, the project will create housing for 1,240 students, 89 market-rate apartments, 110,000 square feet for offices and 137,000 square feet for retail.

GOOD THINGS



ATTRACTIVE SCHOOL The East Baton Rouge Parish School System chose Milton J. Womack Inc. to build the \$49 million Lee High School. Lee will be 177,000 square feet spread across four unconnected buildings in a campus setting. The largest building will include a cafeteria, gym, fitness area and a theater. A science and engineering magnet program will be at the school, which should be ready for students for the school year that begins August 2016.



VICTORY FOR CIVILIZED TRAVEL Traveling down Government Street can be tricky, and dangerous. Cars abruptly stop in the middle two lanes to turn onto connecting streets and into drive-ways. Vehicles behind them switch lanes rapidly to continue to downtown or the suburbs.

Government typically has 270 crashes between the interstate and Jefferson Highway each year.

The street has long been neglected. No more. In March, Mayor Kip Holden pledged to use \$8 million in state funding to convert Government in accordance with FuturEBR, the parish’s comprehensive strategy for growth.

A revamp will improve sidewalks, create bike lanes and reduce four lanes for cars to three, with the center lane designated for turning. Traffic engineers say reducing to three lanes from four doesn’t reduce the capacity of the street to move vehicles. That’s because the inside lanes of a four-lane street now act as unofficial turn lanes, stopping cars that come behind turning vehicles.

Holden pledged a quick turnaround for the reinvention of Government. Construction could begin late this year or early next year and be completed by end of 2015.

Improvements are expected to bring more life to Government, which has seen a slow turnaround in the last 10 years that includes more local shops.

“I believe these improvements will bring an exciting new energy to one of Baton Rouge’s truly great streets, a unique shopping district and the neighborhoods that surround it,” said Holden.



Lawles Bourque



Last year, the Better Block project demonstrated what is possible for Government Street.

Lawles Bourque

CIVIC LEADERSHIP INITIATIVES



ARCHITECTS SELECTED FOR FIRST WATER CAMPUS BUILDING

Baton Rouge's Coleman Partners and global architects Perkins+Will have been chosen to design the first building on the Water Campus near downtown Baton Rouge. They were picked from four teams that presented to a selection committee chosen by The Water Campus LLC, an organization created by the Baton Rouge Area Foundation and Commercial Properties Realty Trust to develop the campus.

The panel consisted of architects, contractors, scientists, engineers, planners, and CEOs of the Foundation and CPRT.

Located on the Baton Rouge City Dock, the building will be the home of the Water Institute of the Gulf and a related education center. The 45,000-square-foot, \$20-million building will have an interpretive gallery, exhibit areas, offices, research labs and meeting and conference facilities.

In choosing the winning architects, the panelists considered the ability to express the overall mission of the Water Institute and embrace of the Mississippi River as its leading design component, the project budget, operational efficiencies, as well as sustainable design that reflects the ecologically sensitive nature of the project and its unique site.

Coleman Partners and Perkins+Will are working on other projects in Baton Rouge, including renovation and expansion of Patrick Taylor Hall for LSU's College of Engineering.

Construction of the Water Institute building is expected to begin later this year on the Water Campus. The urban, riverside campus will have more than 1.5 million square feet of commercial space on 33 acres when it is completed over a decade. There, more than 4,000 scientists and support staff will research water issues, particularly deltas that are threatened by higher seas and drowning wetlands.

Two other buildings will also get their start at the Water Campus this year: a 50,000-square-foot headquarter for the Coastal Protection and Restoration Authority and a River Modeling Center by LSU and CPRA. CPRA is the agency charged with implementing the state's \$50 billion coastal plan. A small-scale model of the Mississippi River will let researchers understand the interaction between land and water.

The Foundation and elected leaders created the Water Institute to provide independent science and engineering solutions for threatened coastal areas around the globe.

ARDENDALE READY TO GO The East Baton Rouge Redevelopment Authority will begin clearing 200 acres of land off Florida Boulevard in preparation for infrastructure to start Ardendale, a mixed-use development anchored by education centers. At the development, East Baton Rouge Parish Schools expects to open a career high school and Baton Rouge Community College will operate a high-tech automotive center. Ardendale began as a Baton Rouge Area Foundation project known as Smiley Heights. Ardendale will have 850 residential units, 35,000 square feet of retail development, green spaces, walking trails and bike paths.

PASSENGER TRAIN BETWEEN BR-NO WOULD SERVE 1.4 MILLION A passenger train linking New Orleans and Baton Rouge on existing freight tracks, with stops in between, could begin twice daily trips, ultimately growing to regular service with a possible station at the New Orleans International Airport, a study by HNTB Corp. for regional transit organizations and area mayors says.

Consultants envision a convenient alternative for the 1.4 million people who live in the booming parishes along the rail line. A passenger train service would allow riders to work during commutes, offer an evacuation route during hurricanes—especially to Baton Rouge hospitals—and supply easy connections to events, such as LSU and Saints football games, Mardi Gras and Jazz Fest.

New Orleans Mayor Mitch Landrieu said, “For as long as the I-10 has connected New Orleans and Baton Rouge, many have wondered if passenger rail could as well. By working with a broad coalition of partners, this feasibility study shows that passenger rail in south Louisiana is possible. Passenger rail will cut travel time, reduce congestion, attract economic development for the entire region, create new jobs, and unite two great cities. Smart, reliable transportation is essential to building a stronger Louisiana.”

Capital investment for starting the service would be \$262 million, with federal funds underwriting up to 80% of the amount. Startup costs are less than the \$448 million estimated in a 2010 study for the state of Louisiana. The earlier plan recommended improvements for speeds of up to 110 miles per hour.

HNTB recommends intercity passenger rail operations with maximum speeds of 79 miles per hour, a rate that is comparable to car travel. HNTB also advises leasing trains instead of purchasing them to reduce upfront capital costs.

Existing rail infrastructure owned by Kanas City Southern and Canadian National would be improved to provide for safer movement of cargo and passengers along the 80-mile corridor. Crossings would be upgraded and rail lines doubled in some sections to allow freight and passenger trains to move efficiently on the same lines. Many bridges would be strengthened or replaced so trains could travel at higher speeds. Replacing the 1.8-mile wooden rail bridge across the Bonnet Carre Spillway, where trains now crawl at 10 miles per hour, is the largest capital cost at \$62.1 million.

HNTB performed the study for the Capital Region Planning Commission, the New Orleans Regional Planning Commission and the Baton Rouge Area Foundation.

The recommended startup service would operate twice daily between the downtowns of Baton Rouge and New Orleans, a trip that would take one hour and 35 minutes with seven stops along the route. A morning and afternoon train for commuters would start in each of the two cities on similar schedules.

HNTB met with civic and elected officials along the line to identify potential train stations. Recommended stations would be at Government Street at South 14th Street near downtown Baton Rouge, at the medical corridor on Essen Lane, at East Cornerview Street near Gonzales City Hall, west of Main Street in LaPlace, adjacent to the Louis Armstrong International Airport in Kenner,





PROGRESS ON IBM BUILDING Offices for IBM and a separate residential building are coming to form on the riverfront. The Wilbur Marvin Foundation, a nonprofit that supports the mission of the Baton Rouge Area Foundation, is building the complex. Commercial Properties Realty Trust, which manages real estate for the Foundation, is the developer. Louisiana Economic Development granted \$30 million to the Marvin Foundation for the project to house 800 IBM employees, while the 95 units and six townhouses are being constructed with \$20 million in borrowing. The building at the intersection of Lafayette and Main streets will be ready next year.

at Zephyr Field in Jefferson Parish and at the Union Passenger Terminal station near the Superdome, where passengers can access the Loyola Avenue streetcar and other transit options.

Officials of the New Orleans airport recently announced plans to construct a new terminal on the north side of the airport's property, slated to open in 2018. HNTB says there have been initial discussions to determine how best to connect rail passengers to the new terminal. The goal is to one day have hourly service that would stop at the New Orleans airport.

HNTB's recommended startup budget includes \$1.5 million for each train station, with the expectation that local communities might spend more on surrounding infrastructure to draw investment for housing and retail space in transit-oriented developments, as has happened in other cities.

Twice daily service would produce an estimated ridership of 210,000 in the first year, HNTB says. Fares could be as low as \$10

each way. To begin, the train would require annual underwriting of \$6.8 million, about one-third of the estimate in the 2010 study. HNTB advises exploring many alternatives to cover the operating cost, including tax increment financing on the development projects expected to align with the rail line.

Partners contributing to the HNTB study are the Louisiana Intrastate Rail Compact, an organization of appointed members from all parish governments along the proposed rail line; the Center for Planning Excellence, the CONNECT Coalition, the Baton Rouge Area Chamber, Greater New Orleans Inc. and the Southeast Super Region Committee.

The next steps are an environmental study that will be needed for replacing the Bonnet Carre bridge, and an operational plan for the service. If plans go accordingly, the service should begin within five years. •

PHILANTHROPY



LIKE WATER FOR COFFEE Toms is using its model of philanthropy to provide clean water in developing countries. The company, which donates a pair of shoes for each one it sells, will provide clean water in exchange for sales of a new product, Toms coffee. Each bag sold will finance a week's worth of clean water for one person. One cup at future Toms stores will mean a day of clean water for one person.

Toms has given poor children 10 million pairs of shoes. Using the same business model, a companion company has distributed 200,000 pairs of eyeglasses.

BIG GIFTS Mark Zuckerberg and his wife, Priscilla Chan, donated \$970 million of their Facebook stock to the Silicon Valley Community Foundation in 2013. The donation was the largest public gift reported last year, says the *Chronicle of Philanthropy*.

The *Chronicle* said the top 50 contributors donated a combined \$7.7 billion and pledged another \$2.9 billion. Thirty of the top 50 made large gifts to colleges and universities.

Oil man George Mitchell of Galveston, Texas, was the second largest contributor with a donation of \$750 million to his own foundation. Nike chairman Philip Knight and his wife, Penelope, of Portland, Ore., were next with a \$500 million challenge grant to Oregon Health & Science University Foundation for cancer research.

DONATIONS TO COLLEGES HIT RECORD Philanthropists donated a record \$33.8 billion in 2013 to U.S. colleges and universities, reports the Council for Aid to Education. Of the total, foundations provided \$10 billion, alumni \$9 billion, the general public \$6.2 billion and businesses \$5.1 billion, according to reports.

Stanford University was No. 1 at \$931 million, followed by Harvard with \$792 million and University of Southern California with \$674 million.

Rising stock market fortunes were the lead reason for the record largesse, which exceeded the \$31.6 billion in donations to U.S. higher education institutions in 2008.

GOOD TO KNOW

“I am optimistic enough about this that I am willing to make a prediction. By 2035, there will be almost no poor countries left in the world. Almost all countries will be what we now call lower-middle income or richer. Countries will learn from their most productive neighbors and benefit from innovations like new vaccines, better seeds and the digital revolution. Their labor forces, buoyed by expanded education, will attract new investments.”

— Bill Gates, in his annual letter

GRANTS

The Foundation's donors make thousands of grants each year. All of the grants are enumerated in the annual report, which is part of a special issue of *Currents* this year in celebration of our 50th anniversary.

OUR FUND DONORS AND THE BATON ROUGE AREA

FOUNDATION GRANTED \$5.6 MILLION TO NONPROFITS IN THE FIRST QUARTER OF 2014. Donors recommend grants from their charitable accounts, and the board of the Foundation reviews and approves the grants. Donations are tax deductible. A list of the first quarter grants follows:

A.C. Lewis Branch YMCA \$100
Abrahams Tent Association \$6,000
Academic Distinction Fund \$55,403
Academy of the Sacred Heart New Orleans Foundation Inc. \$3,000
Adaptive Sports Foundation \$100
Agape Ministries, Inc. \$4,500
Aldersgate United Methodist Church \$2,000
Alfred State College \$2,000
Alley Theatre \$1,000
Alliance Francaise de la Nouvelle Orleans \$2,500
Alzheimer's Association of Louisiana \$500
Alzheimer's Services of the Capital Area \$4,903
Alzheimer's Services of the Capital Area Endowment Fund \$120,255
American Heart Association \$2,622
American Heart Association Greater Southeast Affiliate \$500
Ann Maxwell Greer Education Initiative Fund \$25,000
Arkansas State University \$2,000
Arts Council of Greater Baton Rouge Inc. \$6,600
Audubon Nature Institute Inc. \$1,650
Baton Rouge Alliance for Transitional Living \$100
Baton Rouge Area Foundation \$25,000
Baton Rouge Basketball and Volleyball Association \$1,000
Baton Rouge Crisis Intervention Center \$3,655
Baton Rouge Green Association Inc. \$747
Baton Rouge Opera Guild Inc. \$3,201
Baton Rouge Speech and Hearing Foundation Inc. \$36,240
Baton Rouge Symphony League \$5,064
Baton Rouge Youth Coalition \$3,500
Bella Bowman Foundation \$3,000
Bengal Tiger Aquatic Club \$250
Beth Shalom Synagogue \$600
Bevill State Community College \$2,000
Big Buddy Program \$2,800
Bishop Ott Works of Mercy Trust/Catholic Diocese \$200
Boy Scouts of America, Istrouma Area Council \$2,400
BREDA (Big River Economic & Agricultural Development Alliance) \$8,500
BREC Foundation \$1,000
Callie Nesbit Gorman Fund \$5,000
Cancer Services of Greater Baton Rouge Inc. \$3,500
Capital Area Animal Welfare Society \$330
Capital Area CASA Association \$100

Capital Area United Way \$48,200
Cat Haven Inc. \$35,000
Catholic Charities Archdiocese of New Orleans \$11,000
Catholic Diocese of Baton Rouge /Bishop's Annual Appeal \$1,000
Catholic High School \$554.16
Center for Planning Excellence Inc. \$35,750
Center for Strategic and International Studies Inc. \$67,009
Cerebral Palsy Association of Greater Baton Rouge Inc. \$4,250
Change Lives Now \$3,000
Chapel on the Campus \$700
Cheney and Kellie Joseph Family Fund \$5,000
Children's Museum of St. Tammany Inc. \$1,200
Chinese Christian Church of Baton Rouge \$307.93
Christ the King Evangelical Lutheran Church \$1,000
Christ the King Parish and Catholic Center at LSU \$12,067
City of Gonzales \$1,000
City of New Roads \$50,000
City Year Baton Rouge \$68,050
City Year Inc. \$10,000
CLIMB Community Development Corporation \$83,333
Closer Walk Ministries Inc. \$1,000
Coalition to Restore Coastal Louisiana \$82,000
College Foundation of the University of Virginia \$2,500
Community Foundation of South Alabama \$18,750
Community Fund for the Arts \$24,750
Companion Animal Alliance \$38,821
Congregation B'nai Israel \$11,653
Courtney Sinclair Gorman Fund \$5,000
Covenant House New Orleans \$3,000
Cystic Fibrosis Foundation - Baton Rouge \$1,000
Delta State University \$2,000
Deutsche Samstagsschule Houston Inc. \$1,000
Dillard University \$1,500
Douglas Manship Sr. Theatre Complex Holding Inc. \$46,803
Downstream Project \$100
Dream Day Foundation \$500
Ducks Unlimited Inc. \$114.31
Dyslexia Association of Greater Baton Rouge \$650.21
East Baton Rouge Parish Council on Aging \$250
East Central Community College \$500
East Mississippi Community College \$1,000
Emory University \$10,000
Epilepsy Foundation of Louisiana \$500
Episcopal High School of Baton Rouge \$239,551
Ernest J. Gaines Literature Award \$15,000
Families Helping Families of Greater Baton Rouge \$2,500
Family And Youth Counseling Agency Inc. \$60,000
Family Promise Development Fund \$250
First Presbyterian Church of Baton Rouge \$7,000
First United Methodist Church \$12,500
Fit Families for CENLA \$8,000
Foundation for a Better Louisiana \$550
Foundation for Historical Louisiana Inc. \$6,505
Friends of Hilltop Arboretum Inc. \$1,000
Friends of Louisiana Public Broadcasting Inc. \$12,120
Friends of Magnolia Mound \$2,300
General Health Foundation \$34,820
Girl Scouts-Audubon Council Inc. \$500

Girls on the Run of Greater Baton Rouge \$350
 GMRA Scholarship Fund Spenddown \$6,000
 Grambling State University \$500
 Greater Baton Rouge Community Clinic \$500
 Greater Baton Rouge Food Bank \$10,000
 Greater New Orleans Miracle League Inc. \$250
 Habitat for Humanity of Greater Baton Rouge \$500
 Habitat for Humanity, St. Tammany West \$1,000
 Health Care Centers in Schools \$16,589
 Highlands-Cashiers Hospital Foundation \$1,000
 Hillsdale College \$250
 Holy Family Catholic Church \$12,365.48
 Hospice Foundation of Greater Baton Rouge \$4,000
 Houston Symphony Society \$1,000
 Iberville Foundation for Academic Excellence \$6,155
 Immaculate Conception Cathedral School \$2,000
 Imperial Calcasieu Museum Inc. \$2,500
 International Center for Journalists Inc. \$48,750
 International Hospitality Foundation \$596.35
 International Rescue Committee \$13,000
 Internews Network \$50,000
 Invent Now Inc. \$1,000
 Jewish Federation of Greater Baton Rouge \$8,100
 Jones County Junior College \$1,500
 Jubilee Pioneers Fund \$2,000
 Junior Achievement of Greater Baton Rouge \$2,094
 Kids' Orchestra Inc. \$2,500
 Kingdom Builders U.S. Inc \$10,000
 Kingsley House \$20,000
 Lamb of God Lutheran Church \$1,500
 LCTCS Foundation \$40,233
 Leukemia and Lymphoma Society \$350
 Loranger United Methodist Church \$6,500
 Louisiana Art and Science Museum \$22,691
 Louisiana Capital Area Chapter of the American Red Cross \$3,080
 Louisiana Children's Museum \$5,000
 Louisiana Construction Education Foundation \$10,000
 Louisiana Endowment for the Humanities \$100
 Louisiana Lemonade Day \$2,500
 Louisiana Philharmonic Orchestra \$10,000
 Louisiana Resource Center for Educators \$105,000
 Louisiana Sheriffs Honorary Membership Program \$300
 Louisiana State Museum Friends Inc. \$250
 Louisiana State University and A&M College \$20,600
 Louisiana State University in Shreveport \$500
 Louisiana Success \$15,000
 Louisiana Symphony Association/Baton Rouge
 Symphony Orchestra \$50,000
 Louisiana Voluntary Organizations Active in Disasters \$5,000
 Louisiana Wildlife and Fisheries Foundation \$100
 Louisiana Wildlife Federation \$100
 louisianachildren.org \$3,000
 LSU Foundation \$12,450
 LSU Foundation - Department of Libraries \$150
 LSU Foundation - LSU Museum of Art \$24,850
 LSU Foundation - Manship School of Mass Communication \$10,200
 LSU Foundation - School of Art \$100
 LSU Foundation - School of Coast and Environment \$500
 LSU Foundation - School of Social Work \$200
 LSU Foundation - T. Harry Williams Center for Oral History \$100

Luke and Samantha Joseph Family Fund \$8,000
 Lutheran University Association Inc. \$500
 Maison des Ami of Louisiana Inc. \$20,000
 Make-A-Wish Foundation \$250
 Manners of the Heart Community Fund \$250
 Marquette University \$5,000
 Mary and Jim Douglas Memorial Scholarship Fund \$1,000
 Mary Bird Perkins Cancer Center \$81,473
 Mayor's Healthy City Initiative \$6,681.60
 McNeese State University Foundation \$4,500
 Baton Rouge Area Foundation Membership \$11,500
 Mercy Corps \$5,000
 Meridian Community College \$1,000
 MetroMorphosis \$37,500
 Miami Suns Youth Development Inc. \$11,066
 Missionaries of Charity \$5,500
 Mount Vernon Presbyterian School \$6,000
 National Alopecia Areata Foundation \$100
 National Center for Disaster Preparedness \$263,060
 National Christian Charitable Foundation \$351.29
 National Lung Cancer Partnership \$2,500
 National World War II Museum Inc. \$2,150
 New Orleans Museum of Art \$23,000
 New Schools for Baton Rouge \$152,500
 Nicholls State University \$5,000
 Northshore Community Foundation \$17,500
 O'Brien House Inc. \$10,000
 Ochsner Clinic Foundation \$10,000
 Of Moving Colors Productions \$1,000
 Old State Capitol Foundation Inc. \$500
 Ollie Steele Burden Manor \$377.03
 Opera Louisiane \$600
 Our Lady of Holy Cross College \$1,000
 Our Lady of Mercy Catholic Church \$1,250
 Our Lady of Mt. Carmel Church \$38,049
 Our Lady of the Lake Children's Hospital \$300
 Our Lady of the Lake College \$3,500
 Our Lady of the Lake Foundation \$2,000
 Our Lady Queen of Heaven School \$2,000
 Particular Council of St. Vincent de Paul of Baton Rouge Louisiana \$6,000
 Pastoral Center \$26,413
 Pearl River Community College \$1,500
 Pelican Institute for Public Policy \$2,500
 Pennington Biomedical Research Foundation \$25,600
 Piedmont Orthopedic Foundation \$1,000
 Planned Parenthood of the Gulf Coast \$215,500
 Pointe Coupée Historical Society Inc. \$2,000
 Prescott Middle School \$500
 President & Fellows of Harvard College \$1,000
 Pro Bono Publico Foundation \$1,500
 Public Affairs Research Council of Louisiana Inc. \$2,200
 Quota International of Baton Rouge Charitable Trust \$200
 Red Shoes Inc. \$200
 Red Stick Project Fund \$5,000
 Redemptorist High School \$1,200
 Regina Coeli Child Development Center \$400
 Richard Murphy Memorial Foundation \$1,500
 River Parishes Community College \$500
 River Road African American Museum and Gallery \$500
 Rocketkidz Foundation \$350

Roman Catholic Diocese of Baton Rouge \$111,930
 Rotary Club of Baton Rouge Inc. Foundation \$1,600
 Rotary District 6200 Foundation \$1,250
 Runnels School \$350
 Rust College \$1,000
 Sacred Heart of Jesus School \$1,000
 Saint Jean Vianney Catholic Church \$2,659
 Saint Joseph's University \$6,500
 Salvation Army \$2,500
 Shepherd Center Foundation Inc. \$1,000
 Single Stop USA Inc. \$499,500
 South Central Louisiana Technical College \$500
 Southeastern Louisiana University \$5,500
 Southeastern Louisiana University Development Foundation \$10,000
 Southern University and A&M College \$3,500
 Special Olympics Louisiana Inc. \$500
 Special Olympics Minnesota Inc. \$1,000
 St. Aloysius Church \$200
 St. Anna's Episcopal Church \$50,000
 St. Augustine Church \$948.34
 St. Benedict's Roman Catholic Church \$2,000
 St. Catherine of Siena Catholic Church \$2,000
 St. Elizabeth Hospital \$2,099
 St. Gabriel Catholic Church \$6,000
 St. George Catholic Church \$500
 St. George Episcopal School \$500
 St. Gerard Majella Church \$10,500
 St. James Episcopal Church \$10,000
 St. John Interparochial School \$1,011.66
 St. Joseph Cathedral \$800
 St. Joseph Seminary College \$2,500
 St. Joseph the Worker Church \$6,112.44
 St. Joseph's Academy \$350
 St. Jude Children's Research Hospital \$5,500
 St. Louis Catholic High School \$9,000
 St. Martin's Episcopal Church \$500
 St. Philip Parish \$3,700.51
 St. Scholastica Academy \$5,000
 St. Tammany Cancer Fund \$3,000
 St. Thomas Aquinas Regional Catholic High School \$14,612
 Stand for Children Louisiana \$10,000
 Stuart Hall School for Boys \$1,500
 Stuart Hall School Foundation \$500
 Swine Palace Productions Inc. \$200
 Teach For America-South Louisiana \$63,080
 The Ascension Fund \$18,341
 The Children's Health Fund \$187,500
 The Dunham School \$3,016
 The Food Bank of Covington Louisiana Inc. \$5,000
 The Foundation for Outdoor Advertising Research and Education \$5,000
 The Friends of the Rural Life Museum Inc. \$2,920
 The Interfaith Federation of Greater Baton Rouge \$100
 The International Council of Shopping Centers Foundation Inc. \$5,000
 The Kelly Gibson Foundation \$1,000
 The Louisiana International Film Festival \$21,000
 The Nature Conservancy of Louisiana \$185,407
 The Newton B. Thomas Family/Newtron Group Fund \$100,000
 The Original Richland Library Restoration Society Inc. \$861
 The Patrons of the East Baton Rouge Parish Public Library \$100
 The Saint Pauls School Foundation \$1,000
 The Suffolk Foundation \$3,283
 Thrive Baton Rouge \$65,000
 Tougaloo College \$1,000
 Trinity Episcopal Church \$3,500
 Trinity Episcopal Day School \$5,000
 Truth In Nature Inc. \$500
 Tulane University \$1,000
 Tulane University Law School \$100
 Tulane University Sponsored Projects Administration \$309,396
 Unitarian Church of Baton Rouge \$53,365
 United States Conference of Catholic Bishops/
 Our Lady of the Lake Church \$3,000
 University Baptist Church \$10,000
 University Lab School Foundation \$1,000
 University of Florida \$2,000
 University of Louisiana at Lafayette \$4,500
 University of New Orleans-WWNO FM \$10,000
 University of North Alabama \$2,000
 University of Southern Mississippi \$6,000
 University of St. Andrews American Foundation \$1,218
 University of the South \$7,500
 University of West Alabama \$1,000
 University Presbyterian Church \$120,250
 US Biennial Inc. \$25,000
 Volunteer Health Corps of Baton Rouge \$100
 Volunteers In Public Schools Inc. \$500
 Wallace State Community College \$500
 Washington & Lee University \$100
 Water Institute of the Gulfs \$311,250
 West Baton Rouge Foundation for Academic Excellence \$6,549
 William Carey University \$1,500
 Woman's Hospital Foundation \$69,616
 Woodlawn Foundation \$1,000
 Wounded Warrior Amputee Softball Team Inc. \$2,000
 Wounded Warrior Project Inc. \$250
 WRKF Public Radio Inc. \$8,180
 Xavier University \$3,000
 Yelp BR \$7,005
 YMCA of the Capital Area \$1,200
 Young Aspirations/Young Artists Inc. \$50,000
 Young Leaders' Academy of Baton Rouge Inc. \$100
 Young Life New Orleans \$25,000
 Youth Empowerment Project \$500



Photo by David Humphreys

COVER

the
first
fifty

*We celebrate
five decades of
philanthropy for
South Louisiana and
beyond*

By Mukul Verma

It began with a simple question: Why not us? Scott Duchein Barton knew a good idea when she saw one. During a visit with family in South Carolina, she learned a community foundation was marshaling charitable impulses to accomplish worthy goals. She couldn't understand why her home city of Baton Rouge didn't have one.

Why not us? She pointed that question at her husband, John Barton.

Back home in Baton Rouge, business leaders were attempting to lure the Gulf South Research Institute. They wanted the biotechnology think tank to put down roots in this city, drawing good jobs into its orbit. To close the deal with GSRI, Baton Rouge's stakeholders would have to purchase the real estate

together. Mr. Barton realized that the ideal instrument for this cooperative endeavor was the kind of community foundation his wife had questioned him about.

Gathering civic leaders together, he created the Baton Rouge Area Foundation in 1964.

The Foundation arose from humble beginnings. The first treasurer's report by Joseph Baynard showed the nonprofit's total assets were \$1,756.63. The rubber stamp from Louisiana National Bank set us back \$1.

Meanwhile, Mr. Barton and the other founders were rounding up funding from local businesses to cover the much larger costs of purchasing land that would bring GSRI to Baton Rouge. Within a year, they met their goal of more than \$600,000.

That \$1 rubber bank stamp quickly came in handy. With the money they'd raised, Baton Rouge's new community foundation purchased nearly 1,000 acres from Russell Kleinpeter, with 200 acres set aside for GSRI.

That was exactly the kind of incentive that Bruce Graham, president of the nonprofit Gulf South Research Institute, was looking for. In 1967, GSRI opened its doors on land purchased for them by the Foundation. During its day, the research facility helped to attract businesses to the area, just as civic leaders had envisioned. Eventually, the institute was shuttered when projects dried up, but the land where it sat has become the site of a growing LSU South Campus.

The real legacy of the GSRI initiative, however, has been much larger and long lasting. This effort proved what the founders had promised—that the Baton Rouge Area Foundation would be a formidable force in improving the social and economic well-being of our community.

Over the next 50 years, donors and members have followed the example of the Founders, investing in the community so others may do well for themselves. The work of the Foundation has become more visible, as we've taken on projects believed to be transformational to the community.

But the more quiet part of our work are Foundation grants on behalf of fund donors, approaching \$350 million over five decades, that enable nonprofits to help people surpass challenges and make the world better for themselves and those around them.

We offer here a brief review of 50 years, and pledge that the best is yet to come.

HELEN S. BARNES TRUST (1979)

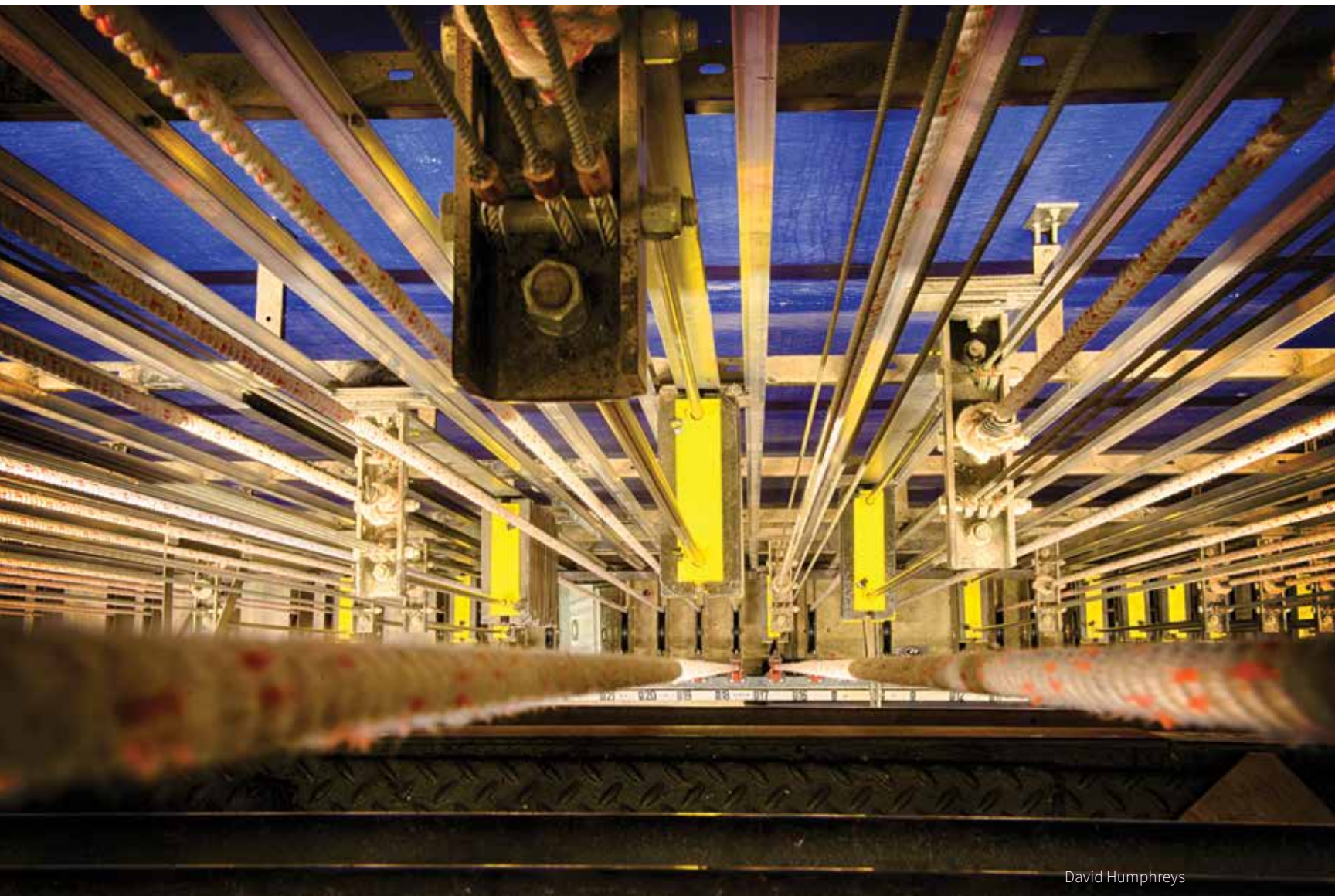
She lived in a modest house in Hundred Oaks. So it was surprising when Helen Barnes left a \$1.25 million gift to the Baton Rouge Area Foundation in 1979. According to her directions, the money was placed in a trust and the earnings from it have been granted to improve health care in Baton Rouge. Among the early commitments was \$600,000 to supplement the salary of Dr. George Bray, Pennington Biomedical Research

The Foundation arose from humble beginnings. The first treasurer's report by Joseph Baynard showed the nonprofit's total assets were \$1,756.63. The rubber stamp from Louisiana National Bank set us back \$1.

You can download our 50th anniversary book at BRAf.org.



Scott Duchein Barton and John W. Barton Sr.



David Humphreys

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Backstage at the Manship Theatre, which was constructed with funding from Foundation donors. The Shaw Center for the Arts was funded by donors, local and state governments, LSU and businesses.

Center's first director. The trust has grown to \$5.5 million and granted more than \$3.1 million.

BLUEBONNET SWAMP (1989)

Pristine wetlands off Bluebonnet Boulevard are a habitat for snapping turtles, water moccasins, spiders, birds and diverse flowers and plants. The Foundation granted \$25,000 to the Nature Conservancy in Louisiana, enabling the nonprofit to raise more money to buy the property, which was then donated to BREC. The parks system, in turn, invested \$900,000 to build Bluebonnet Swamp Nature Center, opening the 165 forbidden acres to thousands of visitors each year.

ACADEMIC DISTINCTION FUND (1989)

A fund donor of the Foundation led the initial campaign that raised \$2.7 million to create the Academic Distinction Fund. Since then, ADF has granted more than \$2.5 million to support East Baton Rouge Public Schools. Its example prompted the creation of three additional charitable education accounts: The Ascension Fund, Iberville Foundation for Academic Excellence and the West Baton Rouge Foundation for Academic Excellence. They are all agency funds managed by the Foundation.

WILBUR MARVIN FOUNDATION (1992)

Wilbur Marvin was known for schooling all the lawyers in the room. On weekends, he loved to scout low-cost locations to build shopping centers. His business judgment let him build shopping centers across the Southeast U.S. and in Puerto Rico. He wanted this business to also do good for the communities where it operated, so he left the assets in the Wilbur Marvin Foundation, a supporting organization of the Baton Rouge Area Foundation. WMF is a real estate business with a purpose. It earns a profit while taking on projects for the public good, and shares some of the earnings to pay for community projects. WMF has redeveloped the Hilton and Acadian Village and is constructing the IBM complex in downtown Baton Rouge. Its management company, Commercial Properties Realty Trust, is building the Water Campus project for the Foundation.

PLAN BATON ROUGE (1998)

With financing from the Foundation, town planner Andres Duany dreamed up a revival of Baton Rouge's withering downtown. More than \$2 billion has been invested in the heart of the city since. Next up are a new library, gateways to the Mississippi

Riverfront, and new places for people to live and work in a downtown that, as Duany promised, will be better than in any other time in the city's history.

INTERNATIONAL WORK

The Foundation has collaborated with St. Joseph's Academy and the Capital Area Corporate Recycling Center to refurbish and install computers in orphanages and schools in Cordoba, Mexico. A donor has built a medical clinic and supported schooling in Burkina Faso. Another has purchased an electrocardiogram for Ulan Bator, Mongolia. Mexico, Mongolia, Africa or places closer to home. Donors follow their heart. We go where they take us.

SEPTEMBER 11 (2001)

Baton Rouge came together as one to stand with the families of the 430 police officers, firefighters and other uniformed people killed in the Sept. 11 terrorist attack. Contributions were taken at local fire houses. The Foundation collected all the donations and delivered \$1.15 million to the Twin Towers Fund.

ARTS BLOCK (2003)

The Foundation pledged to complete an entire downtown block for the arts. The Shaw Center for the Arts was built with LSU, the city-parish, state, the Shaw Group Inc. and philanthropists as partners. The Foundation built out spaces for restaurants and a coffee shop, then OneEleven Lofts. The block will be completed this year with the opening of Onyx Residences, a 28-unit apartment building with retail on the first floor.

HURRICANE KATRINA RESPONSE (2005)

In the weeks and months following Katrina, more than \$45 million in donations reached the Foundation. First, we spent money to care for thousands who had fled to Baton Rouge. Then we directed resources toward long-term relief. Donations let us make grants to musicians who had lost their instruments and to the venues that were their stages. Money was used to build a playground for the many children living in a temporary trailer city in East Baton Rouge and for counseling to help evacuees get over despair. We also funded a master plan to rebuild stronger and smarter communities, making our coast better prepared for the next big storm.

HILTON BATON ROUGE CAPITOL CENTER (2006)

The Foundation and our real estate management firm, Commercial Properties Realty Trust, refurbished the shuttered Capitol House Hotel, continuing the return of downtown Baton Rouge under the Plan Baton Rouge project. After the Hilton proved demand for downtown hotel rooms, Hotel Indigo and the Hampton Inn opened on Lafayette Street. Holiday Inn Express should open on the Town Square by year's end.

SMILEY HEIGHTS/ARLENDALE (2006)

After Katrina, the Foundation wanted to build Smiley Heights, a walkable neighborhood with retail, businesses and homes in a range of prices. But post-hurricane federal assistance went to other projects, and Smiley Heights was put aside. The project has returned as Ardendale, with the latest iteration to be anchored by an East Baton Rouge Public Schools career high school and a Louisiana Community and Technical College System automotive training center. The East Baton Rouge Redevelopment Authority is developing Ardendale, which should begin next year on 200 acres off Florida Boulevard.

ERNEST J. GAINES AWARD FOR LITERARY EXCELLENCE (2007)

To ensure that the storytelling legacy of Ernest J. Gaines endures, Foundation donors created a book award to encourage African American writers. Each year since the award's inception, the winners of the Ernest J. Gaines Award for Literary Excellence have been celebrated in Baton Rouge and received the financial support that enables them to continue writing. Among the most celebrated writers of his generation, Mr. Gaines has encouraged winners to share with readers the voices that inspire their own stories.

COMMUNITY FOUNDATION PARTNERS (2007)

The Foundation provided financial assistance and staff resources to raise up new community foundations for the Lake Charles and Covington regions. They are supporting nonprofits of the Foundation but are governed by board members from their regions. The Northshore Community Foundation serves St. Tammany, Tangipahoa, St. Helena and Washington parishes, while Community Foundation of Southwest Louisiana serves Calcasieu, Beauregard, Allen, Cameron and Jefferson Davis parishes. Together, the supporting foundations have estimated assets of \$23 million.

FUTURE OF THE GULF FUND (2010)

After BP's oil leak in the Gulf of Mexico, the federal government told drillers to halt their activity in deep waters for six months. In turn, BP donated \$100 million to the Baton Rouge Area Foundation for grants to workers who were unable to pay bills because of the moratorium. There was good some news soon after. Because the skilled workers were valuable, drillers kept them on for other work in the meantime, resulting in only \$11 million in grants from BP's \$100 million donation. Since then, BP and the Foundation have made other grants from the Future of the Gulf Fund to improve conditions across the Gulf Coast. For instance, money has been used by Mary Bird Perkins Cancer Center to purchase a mobile cancer screening van and by the Nature Conservancy to create a Louisiana freshwater assessment tool.

THE WATER INSTITUTE OF THE GULF (2011)

U.S. Sen. Mary Landrieu wanted the Foundation to create a research organization that would be acclaimed for producing the best coastal science. With Louisiana's Coastal Protection and Restoration Authority and others, we formed the Water Institute of the Gulf. Scientists at the Institute are delivering innovative science and engineering for achieving sustainable coasts and deltas, offering strategies for sound water management, as well as options for supporting coastal communities. The Water Institute of the Gulf has begun to share its knowledge with Vietnam and other countries that are facing perils similar to our own.

NEW SCHOOLS FOR BATON ROUGE (2013)

North Baton Rouge schools had become notorious for their failure. So the Foundation and its donors created New Schools for Baton Rouge. Collaborating with LSU, New Schools appraised prospective charter school operators and aggressively recruited the best ones. Its approach could position New Schools to become a model for turning around failing schools in other communities, earning Baton Rouge a better kind of national attention. •



Hurricane Katrina evacuees lived in 580 trailers at a makeshift city in North Baton Rouge. At its peak, about 1,600 were residents of Renaissance Village, which was open for nearly three years after the storm. The Foundation and a handful of partners tried to improve the quality of life in the FEMA facility, building a playground and classrooms for children and offering them art therapy to manage the turmoil.

THE BEST IS YET TO COME We've had 50 good years, but there is more to do. Our ongoing projects include the Baton Rouge Health District for improving mobility along Bluebonnet Boulevard, Perkins Road and Essen Lane, while recommending how health care providers and researchers clustered there can collaborate to improve the well-being of all people in South Louisiana. As well, the Foundation and Commercial Properties Realty Trusts are building the Water Campus on 33 riverfront acres to house water scientists and engineers.



Tim Mueller



the first fifty

BATON ROUGE AREA FOUNDATION / 1964-2014



Nearly 1,000 fund donors and members attended the Foundation's 50th Anniversary at the Shaw Center for the Arts in March. John Davies, CEO, U.S. Sen. Mary Landrieu and Mayor Kip Holden, above, offered celebratory remarks. Left, Cordell Haymon speaks with Sue Turner on the sixth floor terrace. Below left are Vanessa LaFleur, DaMaris Landry, Roberta Sam and Barbara Haynes. Below right are Mary Terrell Joseph, Foundation board member, and Roger and Libby Jones, whose father was the late Myron Falk, CEO and president of the Foundation before John Davies.





John and Linda Spain celebrate at the 50th with Sherri and Matt McKay and Cathy and Edmund Giering. Matt McKay is past chair.



Above: G. Allen Penniman, Margret Womack Hart, Joan Penniman and William Hart at the celebration.

Right: Linda and John Davies, Foundation CEO and president, Dee Dee Reilly and Kevin Reilly Jr. Mr. Reilly is chair of The Water Institute of the Gulf.

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2 WBRZ abc

Easy rider

Baton Rouge pursues a modern tram connecting downtown and LSU. Oregon-based planner and FuturEBR consultant John Fregonese explains why it makes sense for the capital city.

By Maggie Heyn Richardson

Portland, Ore.'s, modern tram is one of the city's signature successes. Convenient trams transport thousands of passengers each day to key points downtown and beyond, contributing to Portland's well-known quality of life. Moreover, Portland Streetcar has attracted \$2.3 billion in private investment, including 7,200 new housing units and 3.5 million square feet of office space.

Launched in 2001, Portland Streetcar has inspired other American cities, including Baton Rouge, to pursue their own tram projects. The FuturEBR parish master plan calls for a modern tram system with the first leg connecting downtown and LSU along Nicholson Drive.

Oregon-based planner and FuturEBR consultant John Fregonese discussed with *Currents* what a modern tram is really like and what kind of difference it could make for Baton Rouge.



BATON ROUGE TRAM PROPOSAL

A working proposal for the first leg of a Baton Rouge tram line would connect downtown and LSU along Nicholson, about three miles in one direction and nearly seven miles roundtrip. The line is proposed in FuturEBR, the parish's comprehensive plan for development and growth. FuturEBR recommends the line extend eventually to the Baton Rouge Health District (Bluebonnet and Essen Lane) via LSU, Stanford Avenue, Perkins Road and Bluebonnet Boulevard.

WHAT: Modern air-conditioned trams with service every 15 minutes.

LENGTH: One way is three miles. With turnarounds, the roundtrip would be about 7 miles.

ONE-WAY RUN: 20 minutes

CAPACITY OF EACH CAR: Up to 200, more than twice the typical city bus. Trams can be strung together for big events, such as LSU football games.

FINANCING: Early estimate is \$100 million, with a mix of federal and local financing. The project is in the early stages, so sources of local financing and governance are being explored.

CURRENT RIDER BASE: 33,000 people work and 10,500 people live within one-quarter mile of the proposed line.

UNDER DEVELOPMENT: 3,700 housing units and more than 2 million square feet of offices are planned near the line. That includes the Water Campus by the Baton Rouge Area Foundation, the River District and LSU mixed-use development.

ESTIMATED CONSTRUCTION TIME: 18 months

CURRENTS: WHY PROPOSE A TRAM IN PARTICULAR TO CONNECT DOWNTOWN AND LSU INSTEAD OF ANOTHER FORM OF TRANSPORTATION?

FREGONESE: More than a rubber-tired bus or light rail, a modern tram is a popular, efficient choice because it runs on electricity and can be retrofitted into streets fairly easily and doesn't require widening the road.

WHAT IS THE EXPERIENCE LIKE FOR RIDERS?

This is a modern tram, not a historic one. We're not trying to be nostalgic here at all. What we want to end up with is something that provides good service in air-conditioned comfort. The goal is to move people, and the capacity can be thousands of people a day for a route like this. We're planning 11 stops along a route that starts downtown and ends at LSU.

For businesses and residences along the route, a tram is very quiet. I've got one in here Portland that goes right by my office window and I can hardly hear it.

HAVE THEY INCREASED IN POPULARITY AROUND THE COUNTRY?

Absolutely. Cities see them as tools for attracting private investment and increasing the quality of life.

WHAT DOES THE FUNDING MAKEUP USUALLY LOOK LIKE?

Federal funding typically accounts for half. You can also establish local improvement districts and pass on some of the cost to development. You can use other fees and economic development grant opportunities. Some communities include it in parking revenues. You can also allow advertising on stops and at stations. We're looking into a variety of federal transportation grants. And we're encouraging the tram to be made an official part of the parish plan, which is an important step in pursuing funding. We see that happening summer 2014.

WHAT IS THE EXPECTED RIDERSHIP?

People who work and live along the route. With IBM employees needing to get to LSU and with the connection between LSU and the proposed Water Campus, there's going to be a big need to go back and forth between downtown and LSU. Tourism is also going to be a big part of it. So much of what you'd want to do in Baton Rouge is along that route, from the Shaw Center to the casinos to Magnolia Mound and Tiger Stadium. You name it, it's

BATON ROUGE MAYOR ON BOARD WITH TRAM PROJECT

What once might have seemed a dream is looking like a real possibility, believes Baton Rouge Mayor Melvin “Kip” Holden.

Holden has long been a fan of the proposed tram line connecting downtown and LSU along Nicholson Drive. He says he will spend the next several months pursuing federal funding as well as other sources for the \$100 million project.

“We believe this is a great connector between LSU and downtown and that it will lead to more development along the routes,” says Holden. “It is really going to add such a unique piece to Baton Rouge. We’re moving in a direction that suggests the project will become a reality.”

Major developments proposed for Nicholson Drive could give the tram project a boost. The Water Campus on three riverfront acres will be a research park bordered by Nicholson Drive, the Mississippi River Bridge, Oklahoma Street and the river. A Baton Rouge Area Foundation project, the Water Campus will be a gathering place for scientific institutions that are addressing the challenges of rising seas and sinking wetlands. The first three tenants are to be an LSU water modeling lab, the Water Institute of the Gulf and the Coastal Protection and Restoration Authority.

What’s more, the proposed River District is a mixed-use development on 40 acres on Nicholson Drive that could bring nearly 2,000 housing units, retail and a hotel to the area. And at the Magnolia Mound historic site nearby, a new \$1.5 million Visitor’s Center with a channel glass façade is under construction. The center will include a film and interpretative materials and promises to draw more visitors to Magnolia Mound. At the LSU end, the university is expected to begin construction on a \$200 million mixed-use project from Tiger Stadium to the North Gates at West Chimes.

“There are so many exciting things going on along Nicholson, and the way the tram has been proposed, it will fit right in with the trees and streetscape,” says Holden.

Holden has met with officials in Washington, D.C., concerning transportation grants and other potential federal funds for the tram line. He says Baton Rouge is presenting a compelling argument about the project’s potential impact for both quality of life and economic development in the Capital City.

“We know from the Green Light project that a good transportation project breathes life into an area,” says Holden. “And in addition to development, this fits in with our healthy city priorities and some of the other things we’ve been working on, like alternative transportation and more paths for biking and walking.”

—Maggie Heyn Richardson

BATON ROUGE TRAM

Baton Rouge once had trolley lines. Mule-drawn and later electric-powered, the trolleys circulated from downtown to the fledgling suburbs along Government Street, and in North Baton Rouge and what is now called Old South Baton Rouge. Affordable automobile travel put an end to trolleys. More than eight decades later, trams are returning to several cities in America, and maybe to Baton Rouge. FuturEBR, the parish's comprehensive plan, calls for the first leg of a modern tram line to link downtown with LSU.



River House: 224 apartments, 34,000 square feet of offices, 17,000 square feet of retail. Groundbreaking 2014.



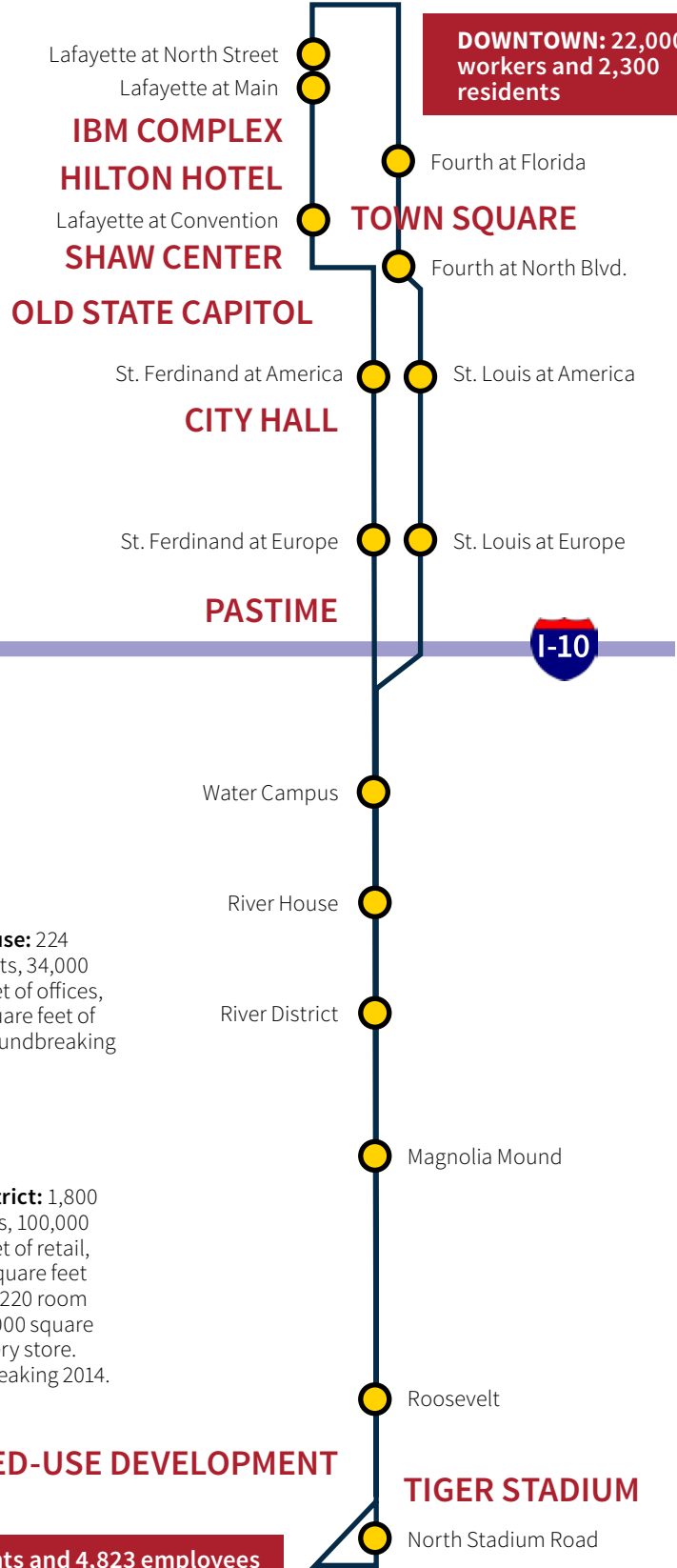
River District: 1,800 residences, 100,000 square feet of retail, 100,000 square feet of offices, 220 room hotel, 40,000 square foot grocery store. Groundbreaking 2014.

LSU MIXED-USE DEVELOPMENT

LSU: 29,865 students and 4,823 employees

STATE CAPITOL

DOWNTOWN: 22,000 workers and 2,300 residents



there. For visitors, the idea of not getting lost and not having to park is big. And it's a simple route that very clearly goes up and down the river.

WHAT DOES IT MEAN THAT THESE OTHER DEVELOPMENT PROJECTS, SUCH AS THE WATER CAMPUS AND RIVER DISTRICT, ARE BEING PROPOSED ALONG THE ROUTE?

In terms of the stars aligning, it's as good a situation as I've seen. Instead of just blue sky and hope between you and the finished project, you've got some very real things happening.

WHAT CAN WE LEARN FROM OTHER CITIES THAT HAVE ESTABLISHED TRAMS?

Don't make it glitzy. Keep the budget in line by focusing on comfort and convenience. It doesn't have to have art installations at stops and things like that. It's also important to integrate it into the existing streetscape. And it needs to be in the planning and zoning and development plan so that when the city makes the investment, the private sector can react.

HOW LONG DOES CONSTRUCTION TAKE TO COMPLETE?

About 18 months for a route that length. You would also want to push for a manufacturer that can deliver cars on time, especially now that demand for trams is higher. There are about four or five manufacturers, and you'd want to pick the most competitive one.

ONCE THE NICHOLSON DRIVE ROUTE IS COMPLETED, WHAT'S NEXT?

If the train to New Orleans is established, it would be important to have the tram go to the train depot on Government Street and then into Mid City, which would give that area a boost. The route of the city's old streetcar line, the Belt Line, traveled from Lafayette Street to Government, then 22nd Street to North Street and on to the State Capitol. The comprehensive plan also calls for it to go through the LSU campus to Perkins Road and on to the proposed Baton Rouge Health District. •

TRAMS IN THE U.S.

Trams have started again in several cities, including Seattle and Portland. New Orleans, which never shut down its trolleys, has added more routes in the last decade, including a Canal Street line. By 2015, the U.S. will have about 30 cities with trams, more than twice the number in 2000. Here are a four under construction.

TUCSON, ARIZ.—A tram line between downtown and the University of Arizona has caused a \$230 million construction boom. The Downtown Partnership in Tucson estimates 2,000 jobs and 150 businesses have been created or relocated to be near the tram line.

CINCINNATI—A \$133 million project to build a 3.6-mile tram line would run from an area near the city's ballparks to downtown.

DALLAS—Construction began last summer on a 1.6-mile line from Dallas' Union Station to Oak Cliff, which is near the central business district.

ATLANTA—A 2.6-mile route to connect tourist attractions to just east of downtown.



Power play

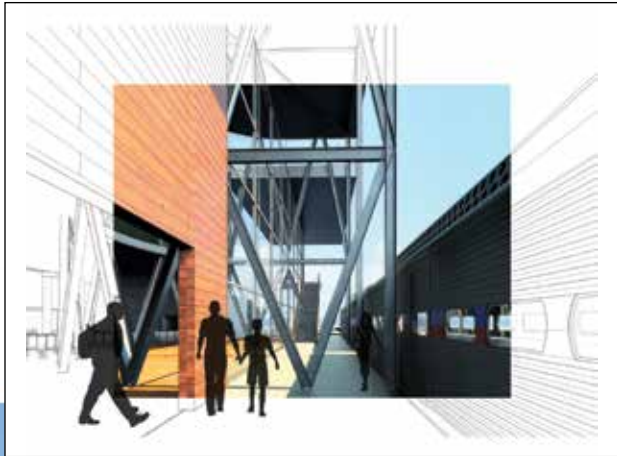
*Entergy donation to RDA could result
in development that draws others*

By Sara Bongiorno



An LSU student's concept design for a transportation hub at the train tracks on 14th Street.

If you stand at Government and 15th streets and look north, this is what you will see: cyclone fencing and weedy lots stretching toward the North Boulevard overpass. Empty brick buildings loom to your right. It's quiet here except for the rush of traffic along Government. The 14th Street tracks remind you that this stretch of Mid City used to bustle with commerce.



It may bustle again—and sooner than you might expect. Over the next three years or so, this pockmarked corner of Government is likely to see changes that could spark additional new investment in housing, offices and retail space.

The weeds and cyclone fencing will disappear. A train station may come to life on 14th in the footprint of the city's first electric rail station. Buildings that have mostly been home to pigeons for years could be remade as light-filled lofts. Be on the lookout for playgrounds, affordable housing, artsy spaces and offices—all of it hard to imagine at the moment.

None of this is written in stone—heck, none of this has been hashed out, pinned down, approved or paid for—and no one can predict that whatever is coming to this stretch of Government Street east of downtown will be successful.

But a growing chorus says Mid City's time to shine is around the corner. There is plenty of evidence to make the case.

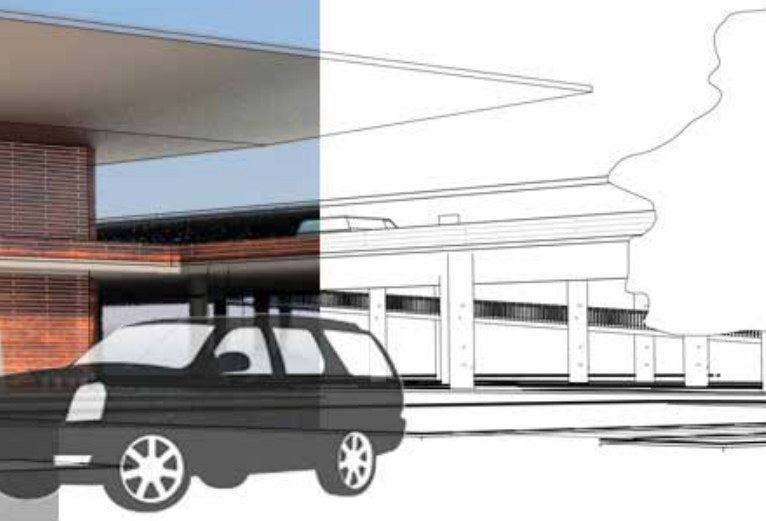
"Whatever happens here is going to happen quickly," said architect Dyke Nelson of DNA Works, which is housed in a former warehouse on 14th Street adjacent to the six-acre parcel donated by Entergy to the East Baton Rouge Redevelopment Authority late last year.

The area already has roadways, rail infrastructure and interesting old buildings. It also has history and a diverse population.

"This neighborhood has a rich culture with a tremendous upside and great old buildings that lend themselves to refurbishment," said Nelson, who located on 14th Street in anticipation of a local revival.

"There's good value here, which is one of the reasons we wanted to be here. But other people will also see that and respond to that," he said.

It's impossible to argue that Mid City's prospects haven't changed dramatically over the past few months. Champions of the neighborhood east of downtown for years dreamed of using the Entergy site as a catalyst for development that could spur additional neighborhood investment.





An LSU student envisions a train station that takes cues from some European stations. Below, two buildings donated by Entergy to the East Baton Rouge Redevelopment Authority.



GOVERNMENT STREET DEVELOPMENTS

The city-parish is using up to \$8 million to rework all of Government Street, turning four lanes into three with a center turn lane, adding bike paths and widening sidewalks. The project is expected to spark more development along Government, which has seen a slow return.

The East Baton Rouge Redevelopment Authority is seeking a state grant for a master plan for 40 acres around the Entergy buildings.

Developers that include attorney Danny McGlynn are remaking a block next to Baton Rouge High with a \$1.68 million loan. Maher Ritter Architects, a partner in the project, will move to a renovated building at the corner of Government and Bedford Drive. Other shops on the block will get facelifts and more parking.

So it was big news for those champions when Entergy in December announced that, after three years of negotiations, it would donate the Government Street tract to the Redevelopment Authority, the parish's blight-fighting body.

Since then, the news has gotten better for this part of town.

State officials transferred Government Street to the parish in late winter. Soon after, Mayor Kip Holden announced the parish would invest up to \$8 million in improvements. From the interstate to Lodbell, Government will be converted into a complete street—four lanes will be reduced to three with a turning lane, sidewalks will be improved, bike lanes will be installed. This fine balance should encourage more people to move into the area, producing demand for shops and restaurants. Government will be transformed before the end of 2015.

Plans for the street and the former Entergy site can now take place simultaneously, with each presumably enhancing the other.



All of this means that ideas like building a commuter station for a rail line on 14th and transforming the Government Street area into a vibrant warehouse district with new housing, restaurants and commercial options are no longer just the stuff of dreams. They are real options for Mid City's future.

"This is a chance to do everything that's been talked about in this industry for years," said Samuel Sanders, executive director of Mid City Redevelopment Alliance.

What the former Entergy site will look like in a few years remains anybody's guess, at least for now. There hasn't been time to formulate plans for how best to use the land or how to finance whatever those still-to-be-determined plans might be.

"It's a blank slate," said James Andermann, director of real estate for the Redevelopment Authority. "We're in the position of looking at the former Entergy property and dreaming about what its best use for the community will be."

Eradicating blight and bringing back unused buildings to productive use is the agency's mission. Those goals will shape its decision. Observers say redevelopment of the Entergy site will probably include a mix of housing and commercial space as well as pedestrian zones. The agency is listening for creative, effective uses.

"The most important factor will be using best practices so that whatever happens will be a success," Andermann said.

In the coming months, the Redevelopment Authority will be bidding out and hiring a contractor to clear lead paint, asbestos

and pigeon droppings from the buildings, in particular the older 1915 building on the site (Entergy used offices in the 1930s-era building on the property's east end until a couple of years ago).

Cleanup could be completed by summer 2014, Andermann said.

Also still ahead: further assessment to determine what uses the two large buildings along Government could support. Future plans for the site could call for new uses for one or both of the buildings, or neither one.

"It's wide open," Andermann said.

The Redevelopment Authority will look for ideas on what to do with the parcel from a range of sources, from developers to college students. In January, Andermann asked LSU architecture professor Jason Lockhart and other professors to challenge students to create designs for the property's development that centered on housing, arts and offices.

The challenge to students included some whimsical elements—like an Apple computer store—but many student designs incorporated real-world elements drawn from successful revitalization projects around the country. The students will continue to formalize their project plans throughout the current semester.

A microbrewery with outdoor seating, meandering footpaths, an "art walk" along Government, outdoor festival grounds and towering brick sculptures built from the bricks of the old Entergy building—to be demolished, in some students' scenarios—were among ideas put forward by fifth-year architecture students during a recent presentation.

LSU senior Hance Hughes' design would preserve the buildings on the site but connect them with enclosed skywalks and open space. He would add loft-style live/work spaces and outdoor green space. He said he viewed the brick structures as both "challenges" and "opportunities" for the site's future.

Successful precedents from other cities will likely inform the discussion about the Redevelopment Authority's ultimate decision. You don't have to look far to find success: Nelson points to New Orleans' warehouse district, where restaurants, housing and businesses have replaced blight and empty warehouses.

Donation of unused industrial properties has also taken place around the country in connection with revitalization projects.

But Nelson said the most successful design for the Government Street property will be contextual with the neighborhood and will respect the history of its buildings and residents. Key to improved neighborhood safety in the area will be a 24-hour presence that will likely include housing, Nelson said.

"The key to success is that the development is self-sustaining and makes sense," he said. •

NONPROFIT



Stephen and Connie Long



S

2014 John W. Barton Awards

*Winners answer
a few questions*

By Mukul Verma | Photos by Tim Mueller

Each year, the Baton Rouge Area Foundation chooses three nonprofit leaders for the John W. Barton Sr. Excellence in Nonprofit Management Award. The \$10,000 award is named after Mr. Barton, a founder.

The winners are announced at the Foundation's annual meeting in March. We accept nominations from our fund donors, with the winners chosen by past chairs.

We ask the winners a few thoughtful questions each year. Their responses follow.

Stephen and Connie Long

Stephen and Connie Long have served as Salvation Army officers for a combined 57 years. For more than a decade, the Longs have been area commanders in Baton Rouge.

The Longs rely on their staff and volunteers to serve those in need, providing rent and mortgage assistance, covering the cost of utilities, buying prescription drugs. The Salvation Army of Greater Baton Rouge aided more than 6,100 people last year.

Connie Long

WHAT IS YOUR FAVORITE MEMORY FROM CHILDHOOD?

Wow! There are so many memories because I grew up in an incredible family that loved the Lord, loved me and loved to serve people through The Salvation Army. I am a fourth generation officer in The Salvation Army, and so my fondest childhood memories have to do with helping my parents at Christmas time, ringing the bells at the Red Kettles or visiting various Salvation Army places, and our family would minister to people with song and playing our instruments. My parents ran The Salvation Army Summer Camps for Youth, and so I spent many summers enjoying this ministry of giving kids opportunity to enjoy a week of camping when most had never been outside their city.

WHAT IS YOUR FAVORITE MEAL?

My favorite meal is one that is rare because it is definitely not on our healthy eating plan, which we try to stick with. It is barbecue chicken, mashed potatoes, corn on the cob, salad and good, ole sweet tea. And if I splurge even more with dessert, then it's a moist chocolate cake and vanilla ice cream, dripping with hot chocolate syrup.

EXCLUDING BATON ROUGE, WHAT IS YOUR FAVORITE CITY AND WHY?

I have four places that, if I could divide up my year, I would live out my retirement: Atlanta, New York City, London and Maui. Why? Atlanta, this is my birthplace, the home of my parents and our future retirement (to be close to my parents). Plus, I am a Southern girl, after all! Maui, because this place is where my husband and I spent our honeymoon and it has the beaches we love, the beauty and so much more! New York and London—I

love the life of these cities and the excitement and energy, and what you can do, see and be a part of—they are amazing! In all four of these places I can serve others through The Salvation Army because the Army is very active in each one!

SOLVING WHICH PROBLEM WOULD PROVIDE THE GREATEST RETURN TO BATON ROUGE?

I think solving the problem of poverty would help to provide one of the greatest returns for our fair city. I want to see that no one goes hungry; that jobs and job training are available to all able-bodied people and that they are actually taking advantage of training and work. We must provide affordable and safe housing that people can live in and provide for their family and have pride in their neighborhood. I want to see quality education taking place; for without education, there is a greater risk of poverty. It's cyclical: being fed, dressed and with a good home provides a better educational environment. Education provides understanding in training, training provides opportunities for jobs, and jobs provide the means for food on the table, clothes on the back and shelter over the heads.

WHO IS YOUR FAVORITE HERO IN FICTION?

I have two. Jo from Louisa May Alcott's *Little Women*. She was courageous and daring, outspoken, fun, kind, always learning, and she was faithful. Dorothy from *The Wizard of Oz*. She, too, was courageous, even when she was scared to death, fiercely loyal and took up for those who needed it. She would not give up and learned to be appreciative!

WHAT DOES BATON ROUGE LACK THAT YOU WISH IT HAD?

Every time I think that Baton Rouge lacks something, it shows up! If you look, you can find it! We have great food, wonderful entertainment with good variety, excellent shopping, good recreation opportunities, fantastic people, and great churches! So I'm good!

WHICH LIVING PERSON DO YOU MOST ADMIRE AND WHY?

My parents. Because they instilled within me what it means to love my Lord Jesus Christ, and my husband, my children and everyone who comes within the sphere of The Salvation Army where I serve. They taught me what it means to serve humbly yet with passion, joy and energy; to give without the expectation

of something in return; to be faithful, to have integrity, to do whatever I do wholeheartedly; and to enjoy and have fun! They have been amazing examples of servant leaders, humble pastors, faithful partners in marriage and in ministry, and incredible parents.

WHAT IS YOUR MOST TREASURED POSSESSION?

In Matthew 6 of the Bible it says, “Where your treasure is, there will your heart be also.” So where my heart is, is what I treasure most—it is with my Jesus, my husband, my family, and all the people we have the privilege to work with and serve every day.

IF YOU HAD \$1 BILLION, HOW WOULD YOU SPEND IT TO IMPROVE OUR REGION?

First, I would have tithed on that billion and so \$100 million and more would go to The Salvation Army for them to implement and improve facilities and opportunities to serve the people of Baton Rouge. Then I would invest in the future of the youth of Baton Rouge through programs, schools and other facilities that help to educate them and give them the opportunity to make their dreams a reality. I would invest in ways, organizations, people who would help to eradicate the poverty in our city.

Stephen Long

WHAT IS YOUR FAVORITE MEMORY FROM CHILDHOOD?

Our family Christmas experiences were fantastic as a child. My parents, especially my father, would decorate the entire house inside on Christmas Eve after we went to bed. Walking down the steps on Christmas morning and seeing a 12-foot tree in the living room with presents galore was truly exciting. With the fireplace ablaze, the model town platform in place with the train set going around blowing smoke and, of course, stockings hung from the fireplace filled with fruit and candy, all added to a very special time in my life. I thought every family celebrated Christmas this way; perhaps that is why we like to make Christmas extra special for our needy families in Baton Rouge.

WHAT IS YOUR FAVORITE MEAL?

My favorite meal happens to be in the Italian family: Lasagna with sausage and meatballs in marinara sauce, with a piece of New York style cheesecake for dessert.

I think solving the problem of poverty would help to provide one of the greatest returns for our fair city. I want to see that no one goes hungry; that jobs and job training are available to all able-bodied people and that they are actually taking advantage of training and work.

—Connie Long

EXCLUDING BATON ROUGE, WHAT IS YOUR FAVORITE CITY AND WHY?

Jerusalem—the City of Peace—because the Prince of Peace paid the ultimate price for me there. The greatest event of all time on Calvary made possible the transformation of my life and God’s calling to serve Him through The Salvation Army. I have been able to travel to the Holy Land on two occasions and scarcely could take it all in. It was also there that I received my confirmation from the Lord to marry my wife, Connie. Jerusalem, the city that revealed the Love of my Lord (*John 3:16*) and confirmed the love of my life, my wife (*James 1:17*).

SOLVING WHICH PROBLEM WOULD PROVIDE THE GREATEST RETURN TO BATON ROUGE?

Solving problems is reactionary; proactively speaking, loving people and meeting them in the place of their need would have the greatest impact. Being a minister with an evangelistic heart, I would have to say the salvation of a person’s soul would provide the greatest return for Baton Rouge. As evangelist D.L. Moody commented, “If a person is what they ought to be on the inside, (referring to their heart) then the work will be what it ought to be on the outside.” Being in a right relationship with the Lord will bring the best of the best for Baton Rouge.

WHO IS YOUR FAVORITE HERO IN FICTION?

Superman, especially the newest release, *Man of Steel*

WHAT DOES BATON ROUGE LACK THAT YOU WISH IT HAD?

From my vantage point of ministry, a Salvation Army Kroc Center. These centers have been made available by funding from the Kroc's will (founders of McDonalds). These ultimate community centers enable The Army to reach a vast array of individuals with exceptional program outcomes. This would tie into the problem-solving question previously answered.

WHICH LIVING PERSON DO YOU MOST ADMIRE AND WHY?

Billy Graham. As a child I attended one of his crusades and have always admired his clear, passionate declaration of the Gospel of Jesus Christ. His authentic Christian witness around the globe over the years has inspired presidents, prime ministers, dictators and communist party leaders alike. If William Booth, founder of The Salvation Army, were alive today, I would have picked him; same characteristics with a passionate, evangelistic heart.

WHAT IS YOUR MOST TREASURED POSSESSION?

My family. I would not classify them as a possession but as a blessing from the Lord, one which we pray will help us to continue this legacy of Godly service to the less fortunate through The Salvation Army.

IF YOU HAD \$1 BILLION, HOW WOULD YOU SPEND IT TO IMPROVE OUR REGION?

I would set up an endowment that would fund the efforts of faith-based initiatives like The Salvation Army, which serves the poor, providing a safety net with programs aimed at empowering individuals of all ages to realize their fullest potential in life.

Maestro Timothy Muffitt

For the last 15 years, Maestro Timothy Muffitt has been the music director and conductor of the Baton Rouge Symphony Orchestra. In his job as artistic director, Muffitt programs the classical series, selects guest artists and conducts the orchestra.

Muffitt has been guest conductor with some of the most accomplished symphonies in the world. He has appeared recently with symphonies of St. Louis, Tulsa and Atlanta.

WHAT IS YOUR FAVORITE MEMORY FROM CHILDHOOD?

In a very general sense, it was the time we spent living on a tree farm in South Paris, Maine. That was a remarkable place for a child, with immediate access to nature on a grand scale. Recently memories from childhood have surfaced that are especially nice, like those of playing in my high school orchestra with Elise Sydow, who would later become my wife.

WHAT IS YOUR FAVORITE MEAL?

Shrimp and grits, hands down. My new hobby is trying it in each of our fabulous restaurants. So far none have disappointed.

EXCLUDING BATON ROUGE, WHAT IS YOUR FAVORITE CITY AND WHY?

I love Boston. It helps that my sister lives there, but I really love how history lives side by side with modernity. The city has much to offer on every front and is unique and full of character, kind of like Louisiana in that way.

SOLVING WHICH PROBLEM WOULD PROVIDE THE GREATEST RETURN TO BATON ROUGE?

We need to prioritize our efforts toward creating truly extraordinary public schools. Although we have many excellent private options in town, an important part of the foundation of a strong community is its public school system. Public schools build community at the neighborhood level, which then strengthens the fabric of the community citywide.

I do want to say that Baton Rouge has made some great progress in this regard and has some fine long-standing traditions in public education. My children had an exceptional experience at the Baton Rouge Center for Visual and Performing arts, and there are other strong examples of fine work. We just need that level of excellence across the board.

WHO IS YOUR FAVORITE HERO IN FICTION?

A single favorite is tough to choose, but I always liked the protagonist in "Zen and the Art of Motorcycle Maintenance." I don't think we ever learned his name, but I found him an infinitely intriguing character with his internal struggles but overall



Timothy Maffitt

My father was a medical Corpsman in the U.S. Navy during World War II and the Korean conflict. Before he passed away, he gave me the pocket knife he carried in those wars. I keep it with me all the time.

—Timothy Muffitt

rational view. I appreciated how his approach toward getting a clear view of the big pictures in life come from an understanding and mastery of the details that make up that picture. As a father myself, the relationship he had with his son was of special interest, both in the literal and symbolic senses. It was a relationship of great complexity (as most are), but a powerful one to observe as the reader.

WHAT DOES BATON ROUGE LACK THAT YOU WISH IT HAD?

I think an excellent mass transit system would earn us a lot of respect nationally. I know we are working on it and making progress. I am just not sure everyone in town realizes how much it could help us grow in a positive way. It would have significant collateral benefit even for those who don't use it. Trains could be a huge benefit, running from our outlying residential areas into our commercial/government and educational centers. Taxis would be a part of that system too. Imagine living in Ascension Parish or Denham Springs (or even Highland Road) and not having to deal with rush hour on the interstates. One would be hard pressed to find a thriving metropolis without a reliable, user-friendly mass transit system. This is something we will need to have in place for us to move to the next level as a city.

WHICH LIVING PERSON DO YOU MOST ADMIRE AND WHY?

That would be my wife, Elise. She is brilliant, creative, compassionate, and has made the world a better place by living and working in it. She brings light to every life she touches.

WHAT IS YOUR MOST TREASURED POSSESSION?

My father was a medical Corpsman in the U.S. Navy during World War II and the Korean conflict. Before he passed away, he gave me the pocket knife he carried in those wars. I keep it with me all the time.

IF YOU HAD \$1 BILLION, HOW WOULD YOU SPEND IT TO IMPROVE OUR REGION?

I would skim \$100 million off the top and build a performing arts center downtown with a concert hall designed specifically for the orchestra and create a nice endowment for the BRSO.

The remaining \$900 million would go into an endowment to enhance our public school system in perpetuity. We could then sit back and watch this economy go through the roof. In combination with all the other wonderful things Baton Rouge and South Louisiana have to offer, wait and see who moves their businesses here with the best public school system in the U.S.

Samuel Sanders

Sam Sanders has worked for Mid City Redevelopment Alliance for more than 15 years, including as executive director for most of a decade.

In 2011, Sanders led the transition of Mid City from parent company, Baton Rouge General, to an independent nonprofit with an annual operating budget of more than \$1 million.

The Alliance teaches low-income people about their finances so they can buy a home, fixes up the houses of people in need, and helps developers build low- and moderate-income housing.

The work is showing results. New housing opened this year near the former Goudchaux's department store and on Spanish Town Road.

WHAT IS YOUR FAVORITE MEMORY FROM CHILDHOOD?

Spending my seventh grade year in Hawaii. My dad was a marine and we lived on Kaneohe Marine Corps Air Station on the island of Oahu. It was a beautiful place. Meeting people of many different ethnicities and nationalities helped cement my interest in traveling the world.

WHAT IS YOUR FAVORITE MEAL?

A quality steak and loaded baked potato has always done the trick. I am a huge fan of dessert, so a slice of Berry Chantilly cake from Whole Foods or an Oreo Overload from Cold Stone complete the meal nicely.



Samuel Sanders

EXCLUDING BATON ROUGE, WHAT IS YOUR FAVORITE CITY AND WHY?

New York City. I took my wife there to celebrate earning her doctorate in 2012. We had the best time walking in Central Park, visiting The Met, taking in Times Square, praying for our lives and laughing hysterically in a New York City cab, and seeing Lady Liberty up close; and Junior's cheesecake was divine after experiencing The Lion King. We both left saying "until next time."

SOLVING WHICH PROBLEM WOULD PROVIDE THE GREATEST RETURN TO BATON ROUGE?

Our public school system is—and should be—the No. 1 priority for all of Baton Rouge, whether you have a child in the system or not. As a parent of two children who have thrived in the public school system, I have not simply stood on the sidelines and left it to chance that things would get better. I served on the BRAC Education Issues Council and the East Baton Rouge School System's Committee on Educational Excellence, which crafted the strategic plan. We all have to care for every child's future by ensuring they have quality opportunities to learn today, no matter which school they attend. Anything less is and should be unacceptable.

WHO IS YOUR FAVORITE HERO IN FICTION?

I am not much of a reader, but I do love movies. My favorite fictional movie hero is Maximus Decimus Meridius from *Gladiator*. Russell Crowe did an amazing job; this movie was beautifully filmed and had superb acting as it told a multi-layered story of love, honor, restraint and vengeance. I have probably seen it 20 times!

WHAT DOES BATON ROUGE LACK THAT YOU WISH IT HAD?

Baton Rouge is missing a very attractive and engaging riverfront to truly serve as its most impressive feature. The Mississippi River, while crucial to Baton Rouge's past, is too much of an asset to not be intertwined with her present and future. We are on the way with the Water Campus and other improvements, though.

WHICH LIVING PERSON DO YOU MOST ADMIRE AND WHY?

Barack Obama. Regardless of where you rest with his politics, President Obama has authored a future for young black kids

I am not much of a reader, but I do love movies. My favorite fictional movie hero is Maximus Decimus Meridius from Gladiator. Russell Crowe did an amazing job; this movie was beautifully filmed and had superb acting as it told a multi-layered story of love, honor, restraint and vengeance. I have probably seen it 20 times!

—Samuel Sanders

all over America, showing them that all things are possible. His presidency has ushered in a new reality that parents like me can rely on when we tell our kids to aim high because the top is available to you. I never imagined I would get to see this for myself.

WHAT IS YOUR MOST TREASURED POSSESSION?

Aside from my family, which I know I am supposed to say, my wife would confirm it is my Fossil watch collection. I am giddy when the catalog comes in the mail, and I have spent hours online and in the store admiring my next purchases.

IF YOU HAD \$1 BILLION, HOW WOULD YOU SPEND IT TO IMPROVE OUR REGION?

I would direct it all to the Loop Project. I think Mayor Holden has it correct, and it amazes me that a city of this size did not adequately prepare for its growth and to avoid the colossal waste of time that is rush hour along I-10 and I-12 every day. •

RED STICK Sprouts

A project of BREADA



Kids 12 & under can join the Red Stick Sprouts to:

- Learn about eating locally & meet Louisiana farmers
- Participate in fun monthly activities at the Saturday market
 - Sample fruits & vegetables and try new recipes
 - Watch a kid-friendly cooking demo by a local chef
 - Earn tokens to spend on fresh produce at the market

Start Sprouting!
Sign up at any Red Stick Farmers market location!

Upcoming:

May 24: Cooking Demo by Pat Mahon, Episcopal High School



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Destination: *the lakes*

Foundation is funding lakes master plan

By Mukul Verma | Photos by Tim Mueller



On any given day, a visit to Baton Rouge's lakes will show you moms pushing their babies in strollers along the banks. You'll see

joggers and bikers getting their workouts there. And then there's always the fishermen angling for catfish at all hours.

But you'd probably also notice something else. Those baby carriages roll perilously close to the road. The joggers and bikers are deftly dodging cars in the constant flow of traffic there. And those fishermen have such a narrow ribbon of space along the lakes that many cast their lines from the relative safety of truck beds, parked on the Dalrymple Drive curb.

Our city's lakes are so beloved that people take chances with their own lives just to enjoy them. So the Baton Rouge Area Foundation has undertaken a planning project that should make the lakes safer and more beautiful, while preserving them for the generations that follow.

At the Foundation's 50th anniversary celebration in March, President and CEO John G. Davies announced that we would undertake the creation of a master plan for the lakes, with two purposes in mind: first, to keep them from returning to the fetid swamp they once were; and, second, to make them a better, safer and more beneficial space for the people of the parish to enjoy.

In the next three months, the Foundation will hire landscape architects to craft the master plan. But they won't be working alone. Planners are counting on the people who live here to step forward and offer ideas for what they want their lakes to become.

"Good changes begin with good planning," Davies says.

Over the years, the Foundation has shown this to be true. Our Plan Baton Rouge initiative, for instance, has attracted more than \$2 billion in public and private investment to resurrect our downtown. As Mayor Kip Holden said of downtown at the 50th anniversary celebration, "Every city needs a heart." Thanks to the Foundation creating a plan and implementing it with many partners, Baton Rouge has one now.

The city's lakes are also dear to this community. They were created in the 1930's when an undesirable stretch of swamp was transformed to open water for the parish to enjoy. But the lakes face obstinate problems, much bigger than even the lack of safe pathways for pedestrians.

Through a process called eutrophication, those 275 acres of open water have been gradually silting up. The problem is especially acute for University Lake and City Park Lake, the two largest. Fertilizer runoff flows into the water, fueling out-of-control algae growth. These algae blooms rob the water of oxygen. The fish and other aquatic life die off, and the entire ecosystem of the lakes teeters. We're left with our own diminutive "dead zone," just like the one off the coast in the Gulf of Mexico. Dead algae sinks to the bottom and accumulates over time as sediment, leaving the lakes a little more shallow each year.

We have reached a point where, on average, the lakes are only 2.5 feet deep. Water levels drop further in the summer and the naked lake bottom is left exposed along the shoreline. The problem grows worse each year, and as the lakes grow shallower, we can expect more fish kills. If nothing is done, the lakes will turn into mud flats and eventually revert to swampland.

The Foundation's master plan is already underway. It builds on a U.S. Army Corps of Engineers report that recommends dredging the lakes to an average depth of five feet, with deeper areas for healthy fish habitats. The Corps also recommends tubes for flushing out sediment, preserving the lakes' health for more than five decades to come. The expectation is that oxygen levels in the water will be higher after 50 years than they are now, and the process of eutrophication would slow or cease.

To provide us with accurate survey information and geotechnical analysis, the Foundation has hired GEC Inc., the Baton Rouge-based engineering concern that wrote the original Corps report. Boats will troll all the lakes to measure depths, locate many of the hidden cypress stumps, and probe the lake bottom to determine its soil composition.

This research is crucial for understanding how much material has to be dredged up as well as how it can then be used to build new amenities, such as walking paths along the shoreline.

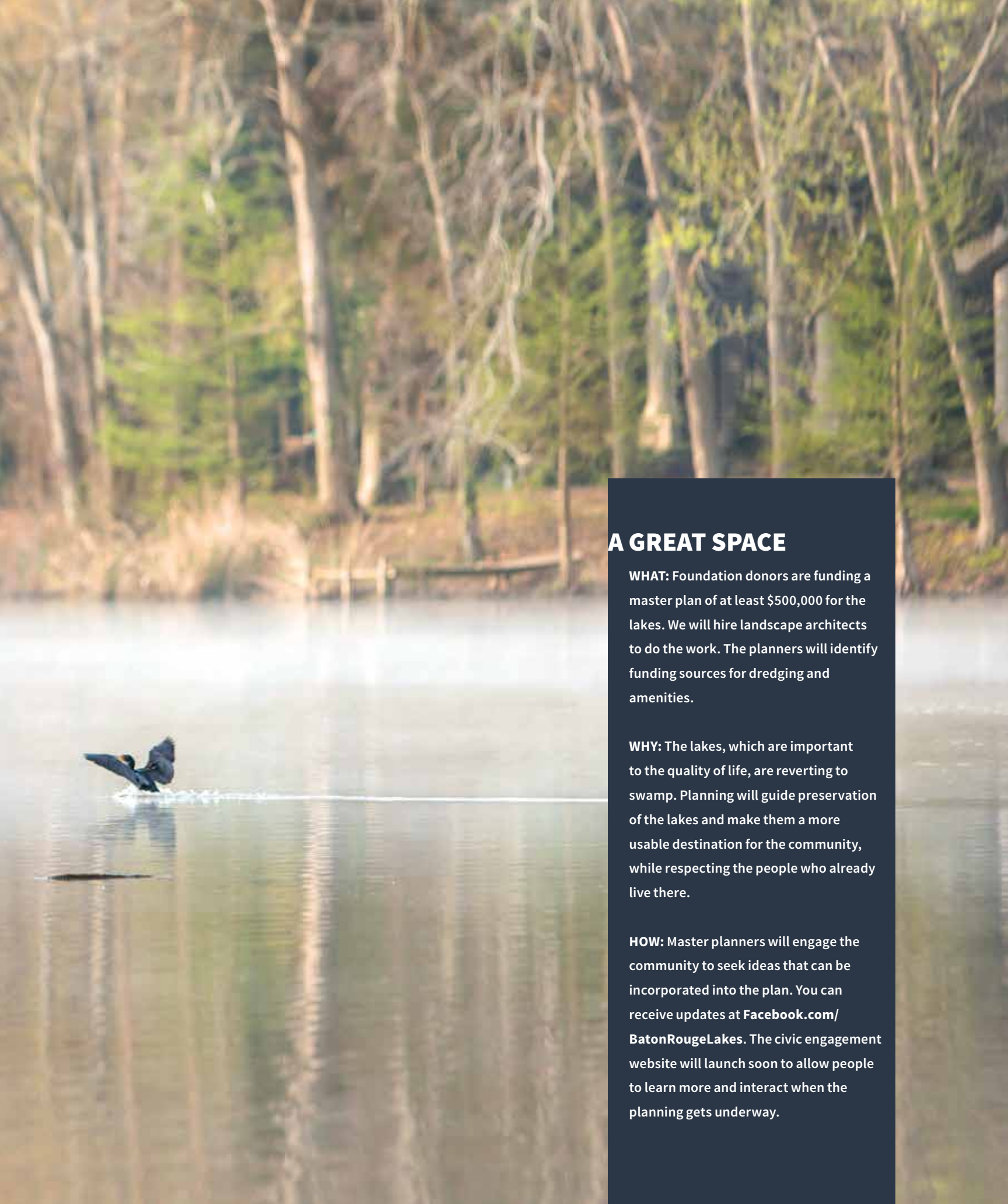
The Center for Planning Excellence has been contracted to oversee both the public's participation in the project and the search for a planning team. A team of landscape architects will be chosen by this summer and begin work soon after, with open meetings for public input expected in the fall. Planners will also engage the community through a web platform.

The master plan will identify funding sources for the dredging and amenities, and it will recommend a governance model to ensure the long-term upkeep and improvement of the City Park and LSU lakes, along with the smaller lakes that connect to them.

The city-parish and LSU own the lakes, while BREC operates the Baton Rouge Beach recreational area on the bank. Together,







A GREAT SPACE

WHAT: Foundation donors are funding a master plan of at least \$500,000 for the lakes. We will hire landscape architects to do the work. The planners will identify funding sources for dredging and amenities.

WHY: The lakes, which are important to the quality of life, are reverting to swamp. Planning will guide preservation of the lakes and make them a more usable destination for the community, while respecting the people who already live there.

HOW: Master planners will engage the community to seek ideas that can be incorporated into the plan. You can receive updates at [Facebook.com/BatonRougeLakes](https://www.facebook.com/BatonRougeLakes). The civic engagement website will launch soon to allow people to learn more and interact when the planning gets underway.



they are supporting the work of the Foundation, which has secured more than \$500,000 needed to pay for the plan from its fund donors and others interested in the health of the lakes.

“We’ve never encountered so much enthusiasm from the community, especially from our fund donors who live around the lakes,” said Davies. “The city-parish, BREC and LSU have all encouraged us to craft a master plan that will preserve the lakes, be sensitive to the people who live around them and create a great space for the wider community.”

Public input will be a priority, and many good ideas have already been suggested for the master plan. They include new walking and biking paths to protect runners and walkers from vehicles on busy roads, increased security and a landscaped

gateway from the interstate for City Park and LSU.

“The people of our parish have enjoyed the lakes since they were dug out from a swamp in the 1930s,” Davies said. “A master plan for restoring and enhancing them can help make the lakes a more appealing destination—and make living in our parish a little better.”

When the entire job is complete and the lakes have been restored, the people of Baton Rouge will be able to enjoy a long-treasured amenity of life in this town more than ever before. And passers-by on the interstate above will glimpse one of this city’s jewels, sparkling below them as a sign of the quality of life we value here. •

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The Baton Rouge Arts Market

A PROGRAM OF THE ARTS COUNCIL OF GREATER BATON ROUGE



Pottery by Ghada Henagan



Jewelry by Julie Cornelius



Glass/Mosaics by Ginger Kelly

Upcoming Markets: May 3, June 7, July 5 and August 2

Typically held every first Saturday
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5th at Main Street
Downtown Baton Rouge

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Know when it will rain, down to the minute

Detailed outlook for the next 24

Day-by-day summary of the next week

DARK SKY The Weather Channel is facing competition from startups, but not in broadcasting. The network has seen its ratings decline with the rise of smartphone apps, which are becoming increasingly more useful. Dark Sky is among the competitors. The \$3.99 app's algorithm computes data from National Weather Service radar, satellites and personal weather stations to tell users when it's about to rain where they are—useful information for people who spend time outside. Dark Sky also tells how heavy the rain or snow will be and how long it will last. More than 400,000 people have downloaded the app.

SELF-CLEANING DISHES

This one may take a little getting used to, particularly to the fastidious. Tomorrow Machine, a design studio in Sweden, has invented self-cleaning dishes. A coating that mimics lotus leaves lets food and liquids slide easily off the plate, leaving them spotless. A dirty job is avoided and water—more and more precious in some places—is not squandered. No word on when the dishes will be available.

LISTEN AND DELIVER

Siri and similar services only respond when asked a question. New software—a bit creepy to privacy advocates—listens to your conversations and delivers information you need.

Picked among Co.Exist's World Changing Ideas of 2014, the technology was developed by Tim Tuttle, who earned a Ph.D. from MIT's AI Lab. His Expect Labs promises a smartphone assistant that is more human. Hearing your conversation about vacations in Paris, the technology delivers information about flights, hotels and city sights.

Tuttle's work is underwritten by Google, Intel, Samsung and other tech companies. The developer envisions his software will be imbedded in many applications.



ELECTRIC POSSIBILITY

Researchers have developed a battery that can be filled up with electrodes in liquid form, much like combustion engines are fueled up with gasoline. The breakthrough would eliminate a considerable hurdle; batteries take too long to recharge.

Electrode fuel could extend the range of vehicles to 500 miles while reducing the amount of costly storage space. The cars could be lighter, too.

Funded by the federal government, the researchers from Argonne National Laboratory and the Illinois Institute of Technology are building a prototype for field testing. And they are being relatively quiet about the technology.



GOOGLE EYES

Apple marches on a defined path. Google is a guerilla warrior.

The company with the most popular search engine proved that self-driving vehicles are not a whacky idea. Google was among pioneers of wearable interfaces. Its barge parked in San Francisco Bay will become an interactive space for learning about technology.

In winter, Google showed off its newest venture: a contact lens that monitors glucose levels. "At Google, we wondered if miniaturized electronics—think: chips and sensors so small they look like bits of glitter, and an antenna thinner than a human hair—might be a way to crack the mystery of tear glucose and measure it with greater accuracy," says a post on Google(x), the company's experimental lab.

In development for a decade, the lens broadcasts glucose levels every second. Paired with a pump, they could work as a surrogate pancreas for diabetics.

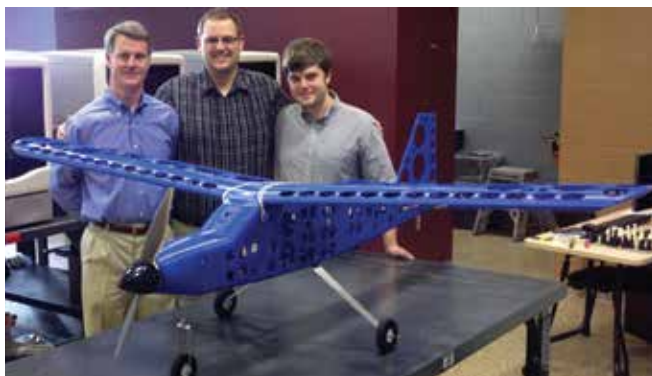
Google is talking with the FDA and device manufacturers on the next steps.

"We've always said that we'd seek out projects that seem a bit speculative or strange, and at a time when the International Diabetes Federation is declaring that the world is losing the battle against diabetes, we thought this project was worth a shot."

AMAZON FLOW Local governments relying on sales taxes have one more worry. Amazon.com has released a search function that lets people price and buy goods at local stores using a smartphone.

While Amazon's first search function was clunky, the new one is indistinguishable from magic. Augmented reality is used to scan for products that appear quickly for purchase.

"Cannibalizing retail sales from brick-and-mortar stores shouldn't be this easy," wrote an enthusiast on a blog.

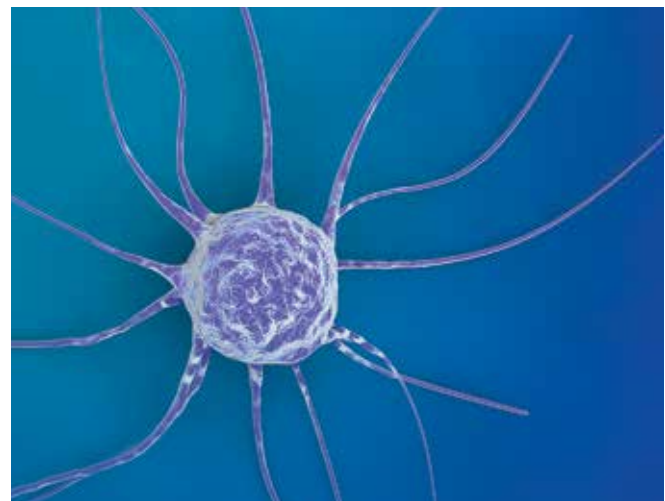


CLEVER DRONES Military drones cost millions of dollars. Professors at the University of Virginia printed one for \$2,000.

Michael Balzas and Jonathan Rotner used a 3-D printer to create 17 separate parts for the drone. When the drone crashed on a test flight, they redesigned fragile parts and went airborne again at 43 miles per hour for 40 minutes. The brain for the drone, though, was an Android phone. Already enabled with GPS, a camera and other sensors, the phone guided the drone, took aerial pictures and stitched them into a map.

FRICTIONLESS HOTELS

Soon, there will be one less task for some hotel guests: checking in. Starwood's Aloft Hotels in Manhattan and Silicon Valley have been equipped with Bluetooth locks that are opened with smartphones as keys. Guests of the hotels receive the virtual key on their Starwood app, letting them bypass the front desk. By next year, all Aloft and Starwood W Hotels will offer virtual keys.



CANCER FIGHT

This time, cancer might have met a more powerful opponent. Researchers at Memorial Sloan Kettering Cancer Center proved that reprogramming cells of the immune system to kill cancer cells is working in patients who had slim chances at survival.

Four of 16 adult patients were in complete remission after their T cells were genetically engineered to destroy adult B cell acute lymphoblastic leukemia, a type of blood cancer. Other tests of the therapy on other types of cancers have worked, too.

Scientists alter genes in T-cells to enable them to recognize proteins that are expressed by cancer cells, which are otherwise immune to the disease-fighting cells.

Researchers are searching for cancer-specific receptor cells to expand the therapy to other types of tumors.



FAST BUT GOOD: PORTLAND

A convenience store in Portland, Ore. is selling processed foods along with vegetables and fruits from local farmers. Green Zebra accommodates the neighborhoods it serves, such as offering bike parking and discounts to senior citizens. The stores, which are less than 6,000 square feet, serve produce, fresh juice, frozen pizzas. Green Zebra offers a 10% discount on fruits and vegetables to customers on food stamps. The company has \$4 million in financing to start its Oregon expansion.



THE DRAW OF THE CITY

Governments have been lowering taxes to welcome entrepreneurs. But research from Endeavor shows that favorable tax rates and business-friendly policies don't interest successful startups.

Instead, a survey of 150 successful startups revealed the magic formula for attracting and retaining the best entrepreneurs is this: a great place to live plus a talented pool of potential employees and excellent access to customers and suppliers.

One-third of survey respondents—the largest group—told Endeavor that a talented and ambitious workforce was the top reason they chose to open in a city. They typically found that group in cities of more than 1 million people.

Robust transportation networks and location near their suppliers and customers were other main reasons for choosing a city for setting up a business.

“I chose Boston because of the cultural life: symphony, colleges, theater, beautiful architecture, etc. These things attract the kind of intelligent people we’d like to employ.”

—Response to Endeavor survey

CODA

A man with dark curly hair, wearing a green t-shirt and olive green pants, is crouching on a concrete floor. He is looking directly at the camera. To his right is a large, cylindrical sculpture made of woven coffee stirrers. The sculpture is made of many thin, light-colored wooden sticks (coffee stirrers) woven together to form a dense, textured surface. The sculpture is shaped like a large, rounded container or a piece of furniture. The background is a simple indoor space with a concrete floor and a white wall.

SHAKEN BY STIRRERS

What inspires an artist? Dreams, for some. Coffee stirrers, for Jonathan Brilliant.

For two weeks, the artist weaved wooden coffee stirrers onto a frame of coffee cups, building an undulating sculpture at the Louisiana Art and Science Museum. He works with materials from his natural environment; in this case, it was the coffee shop.

Brilliant's visit was sponsored by the LASM and the Arts Council of Greater Baton Rouge, with support from the Baton Rouge Area Foundation. The Arts Council is searching for more artists-in-residence.

Photo by Tim Mueller

RIVER CITY JAZZ MASTERS

presented by



Our past performances have included some greats like these:



John Pizzarelli



Poncho Sanchez



Patti Austin



Gregory Porter



Branford Marsalis

Check back with us soon to see who will be here for the 2014-2015 season!

WWW.ARTSBR.ORG

THE RIVER CITY JAZZ MASTERS SERIES WAS CO-FOUNDED BY
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Members of the River City Jazz Coalition include:

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Darrell Hunt, Dr. Antoine Keller and Allison Chauvin, Cornelius and Karen Lewis,
Drs. Jamel and Nicolette Martin, Ronald and Belinda Mason, John and Virginia Noland Fund,
Albert and Roberta Sam, Josef Sternberg Memorial Fund



50

years

baton rouge
area foundation

Since 1964, the Baton Rouge Area Foundation has connected donors with the causes they care about most. The Foundation is celebrating our 50th anniversary this year.

In March, we celebrated with donors and members, taking a little time to measure how far South Louisiana has come. We also began a conversation about the kind of community the residents of our region collectively aspire to build over the next 50 years. In doing so, we began a master plan for the lakes, which will bring together the community later this year to seek bold ideas of what the lakes can become.

Sponsors of our 50th Anniversary work are letting us expand philanthropy across the region by identifying new donors and members who pledge with us to improve the quality of life across South Louisiana for many decades to come.

Thank you to the generous sponsors of the Foundation's 50th Anniversary:

All Star Automotive / Annette D. Barton / Anonymous / Anonymous / Dudley and Beverly Coates
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