Dear Downtown Lafayette supporter,

Over the past several months and years, together we have watched Downtown Lafayette grow by leaps and bounds. It's an honor to contribute to a place that holds historic significance while embracing the vibrancy of the future. When I think of downtown, at this moment, I think of momentum.

Growing downtown’s residential base is one of our top priorities, and in 2021, the development community made tremendous progress. When adding up the number of units completed, under construction, or being planned, we anticipate a 24% increase in residents living in the DDA district over the next three years. As we plan for our growing residential base, we know safety is the number one concern of existing residents, so we applaud Mayor-President Josh Guillory’s commitment to locate a 24/7 downtown precinct at 735 Jefferson Street.

Our team has worked hard over the years to advocate for downtown infrastructure funding to spur economic development and improve public spaces. We’re encouraged by the historic levels of funding allocated by LCG over the next five years, because these investments will improve the quality of life for all downtown users.

In the coming years, the community will be able to witness even more efforts we’ve made together come to fruition – but only with your continued help. DDA and DLU’s work is only made possible with the support of our community. Our teams leverage DDA’s millage and DLU’s sponsorship and event revenue to create energy, vibrancy, and opportunity that encourages downtown’s growth and development.

If you are a resident who lives in the downtown taxing district – which includes the first block of the Freetown-Port Rico, LaPlace/Fightinville, and Elmhurst Park neighborhoods – you have the opportunity this spring to decide if DDA’s millage is renewed for the next 15 years. The millage funds the operations of DDA, which has been critical to the success of downtown over the last 30 years. Election Day is Saturday, April 30, with early voting April 16-23 (excluding Sunday) at 1010 Lafayette Street. The polls are open from 7 a.m. to 8 p.m. on Election Day and from 8:30 a.m. to 6 p.m. for early voting.

As members of the central business district of Lafayette, we owe it to ourselves to show up for all we love to see, hear, experience, and accomplish downtown. Helping downtown reach its fullest potential is a community effort for community benefit. Thank you to everyone who is a part of the momentum downtown is experiencing!

Anita Begnaud, CEO

-Anita Begnaud, CEO
AREAS OF IMPACT

Building Community | From 2nd Saturday ArtWalk to month-long Christmas activations, DLU works to attract people downtown to support our local economy.

Expanding Residential and Business Growth | In the past five years, DDA has leveraged private interest and investment to achieve:
- 200 new residential units (completed or under construction) + 295 in the pipeline
- 90% office occupancy in the six towers
- 500+ new employees (10% growth over the past year)

Increasing Safety | DDA has worked with law enforcement agencies to establish the groundwork for a downtown precinct with 24/7 police presence.

Boosting Infrastructure | DDA has helped to secure more than $50M for downtown infrastructure projects.

Supporting Small Business | DDA has supported more than 20 local businesses by awarding matching funds for facade improvements and tenant build-outs.

Developing Vibrancy | DDA funds small-scale improvements on the streetscape and in downtown’s parks. DLU focuses on igniting activity within these spaces.

ON THE HORIZON | 2022 Objectives

Coordinate with LG to implement Infrastructure Improvements:
- Plan stormwater management projects
- Continue sidewalk improvements for ADA access
- Upgrade sewage infrastructure
- Establish a downtown police precinct
- Upgrade lighting throughout the district
- Improve parks
- Plan new parking garage(s)

Provide Business Support:
- Recruit new businesses and facilitate business expansion
- Administer grants for retail growth
- Provide networking and advocacy opportunities for DLU members and the broader community.

With your help, we will reach the Parc Sans Souci Playground fundraising goal and create a more family-friendly environment for our growing residential base.

Expand Cultural Assets
- Implement additional bilingual wayfinding signage
- Engage in the decision-making process for the future location of the Lafayette Performing Arts Center
- Advocate for LaCa’s Louisiana music museum
- Partner with UL Lafayette to augment Science Museum programming
- Produce small-scale festivals that activate the streets of downtown

DOWNTOWN | By the Numbers
DDA and DLU have been operational for nearly 40 years, with a proven history of supporting business growth, marketing the district, producing events, activating public spaces, and encouraging public and private investment.

Below are highlights of the impact DDA and DLU have had on downtown’s growth and development in recent years:

2,000 RESIDENTS
5,500 EMPLOYEES
25 RESTAURANTS
15 VENUES/BARS
20 RETAILERS
90 NEW BUSINESSES
$120K PROPERTY IMPROVEMENT
GRANT DOLLARS AWARDED $50M
FOR INFRASTRUCTURE OVER THE NEXT 5 YEARS
421 NEWS FEATURES IN 2021

DLU MEMBER NETWORK
205 Members Strong | 26% Growth in 2021

DLU hosts 69 events per year on average, which are powered by more than 140 volunteers and enjoyed by more than 20,000 attendees!

VOTE

For nearly 40 years, the teams at DDA and DLU have shown up every day to make our city center a place you want to live, conduct business, and visit again and again. DDA’s mission is the physical, economic, and cultural development of the downtown district – preserving and enhancing its importance as the heart of Lafayette and Acadiana.

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Election Day is Saturday, April 30. On Election Day, the polls are open from 7 a.m. to 8 p.m. Early voting is April 16-23 from 8:30 a.m. to 6 p.m. (excluding Sunday, April 17) and is conveniently located at 1010 Lafayette Street.

Three easy ways to support DDA and DLU’s mission:
- Residents: Vote in the April 30 election to continue funding DDA
- Businesses: Join DLU as a member and get involved
- Everyone: Consider supporting our events by sponsoring or volunteering and advocating for downtown whenever you have the opportunity

Thank you to everyone who is a part of the momentum downtown is experiencing!