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BTR SNAPSHOT

Why Baton Rouge?

Looking for a place where your career can grow and your life can too? Welcome to Baton Rouge.

Louisiana's Capital Region combines opportunity, affordability, and community in a way that's hard to find anywhere else. Whether you're launching

your career, raising a family, or simply looking for a fresh start, Baton Rouge makes it easy to build a life that feels connected, balanced, and uniquely yours.

*Baton Rouge
Area Population:*

882,652

*Average
Sunny Days:*

218

*Average Annual
Temperature:*

68 degrees

*Median Home
Price:*

\$275,000

*Average Property
Tax Rate:*

\$1,179

A BTR Way to Live

Life here moves at a pace that leaves room for what matters most. Spend your weekends exploring parks, cheering on your favorite team, discovering a new local restaurant, or simply enjoying time with the people around you. And whether you're drawn to downtown living or a quiet suburban neighborhood, there's a place in Baton Rouge that feels like home.

- 18% more affordable housing than the national average
- Four major hospital systems anchored by the Baton Rouge Health District
- 175 BREC parks and 100+ miles of hiking and biking trails
- 250+ recreation, sports, and social clubs to get involved in



A *BTR* Weekend

The best weekends don't require a plane ticket. From live music and local festivals to kayaking, antique shopping, sporting events, and incredible food, there's always something happening in Baton Rouge. Whatever you're into, chances are you'll find it here (and probably discover something new along the way).

- Live After Five concerts in Downtown Baton Rouge, original music group shows, and more
- Year-round festivals including Mardi Gras, Blues Fest, Soul Food Fest in Baton Rouge, and Kite Fest Louisiane' in Port Allen
- Artist markets, food truck roundups, and cultural events across the region
- Water sports on the Amite and Tickfaw rivers in Livingston Parish or kayaking on Bayou Sorrell in Iberville Parish
- Shopping at quaint antique villages in Denham Springs, St. Francisville, or New Roads

A *BTR* Career

Big opportunities don't require big-city tradeoffs.

Baton Rouge is home to global industry leaders, a nationally recognized healthcare sector, a growing technology ecosystem, and an entrepreneurial community that's ready to help you succeed. Add in short commutes and strong professional networks, and you'll spend less time getting to work—and more time building the life you want.

- Average commute time: **22–25 minutes**
- **60+** business and community development organizations
- Two major incubators: **Louisiana Technology Park and LSU Innovation Park**



Explore Baton Rouge

To learn more, visit [BetterInBTR.com](https://betterinbtr.com)