

### ECONOMY

#### Unemployment Rate (Not Seasonally Adjusted)

##### March 2011 - Preliminary:

- United States: 9.2%
- Louisiana: 8.0%
- E. Baton Rouge Parish: 8.0%
- Ascension Parish: 7.6%
- W. Baton Rouge Parish: 8.9%
- Livingston Parish: 7.8%
- Baton Rouge MSA\*: 8.2%

#### Projected 5-Year Avg. Household Income Growth (2010 - 2015):

- United States: 9.0%
- Louisiana: 10.8%
- E. Baton Rouge Parish: 7.8%
- Ascension Parish: 13.8%
- W. Baton Rouge Parish: 9.1%
- Livingston Parish: 12.8%
- Baton Rouge MSA: 10.2%

**Business Investment:** Baton Rouge ranked **1<sup>st</sup>** mid-sized metro with 78 qualifying projects in 2010

*Site Selection's 2010 Governor's Cup, March 2011*

**Small Business Vitality:** 2<sup>nd</sup> of 100 largest metros in 2010

*Portfolio.com, March 2011*

**Recession Proof:** Baton Rouge among "20 Recession Proof Cities"

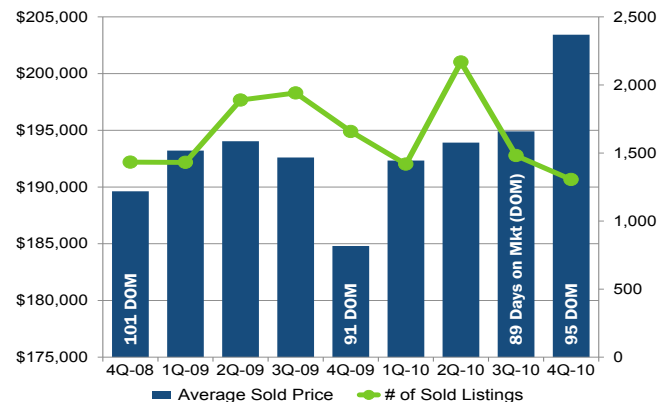
*The Daily Beast, August 2010*

**Mid-Market of the Year:** Baton Rouge\* named for the 3<sup>rd</sup> time & 1 honorable mention in the last 4 years

*Southern Business & Development, July 2010*

### RESIDENTIAL REAL ESTATE MARKET

#### Greater Baton Rouge Sold Statistics:



**Foreclosure Rate (1<sup>st</sup> Quarter 2011):** Louisiana has the 22<sup>nd</sup> lowest rate in the nation with 1 in every 372 households receiving a foreclosure filing during the month. National rate was 1 in 191.

Sources: Claritas, Baton Rouge Area Chamber, Louisiana Department of Labor, Greater Baton Rouge Association of Realtors and RealtyTrac

Baton Rouge Metro\* is located between New Orleans and Lafayette, at the intersection of Interstates 10 and 12. Home to Louisiana's state capital, this 9-parish region's population is 802,000 and has grown 14% over the last 10 years, according to the 2010 Census. East Baton Rouge Parish is now Louisiana's most-populous parish, ahead of Orleans and Jefferson. Additionally, Ascension and Livingston Parishes experienced the highest parish population growth in the state, each growing just under 40%.

Today the region's economy is driven as much by its research, technology, and cultural and creative capital as by its industrial base. Two major universities, thriving community colleges and a strong technical college system have become a catalyst for creative new ventures that are transforming Baton Rouge into the Creative Capital of the South. The Baton Rouge MSA\* is also expected to be among the strongest U.S. job markets in 2<sup>nd</sup> Quarter 2011 according to the *Manpower Employment Outlook Survey*.

Baton Rouge is experiencing tremendous commercial and residential development activity. The revitalization of Downtown Baton Rouge is well underway. Throughout Baton Rouge, innovative mixed-use projects and lifestyle centers have introduced many upscale and trendy shops and restaurants to the region, creating a high-end retail hotspot. Traditional Neighborhood Developments (TNDs) are also being planned and developed such as The Village at Magnolia Square and The Settlement at Willow Grove.

The Baton Rouge metro area offers a variety of housing options, unique selection of shopping, and promising opportunities for growth and development.

\*Baton Rouge MSA includes the parishes of East Baton Rouge, Ascension, Livingston, West Baton Rouge, St. Helena, East Feliciana, West Feliciana, Pointe Coupee and Iberville



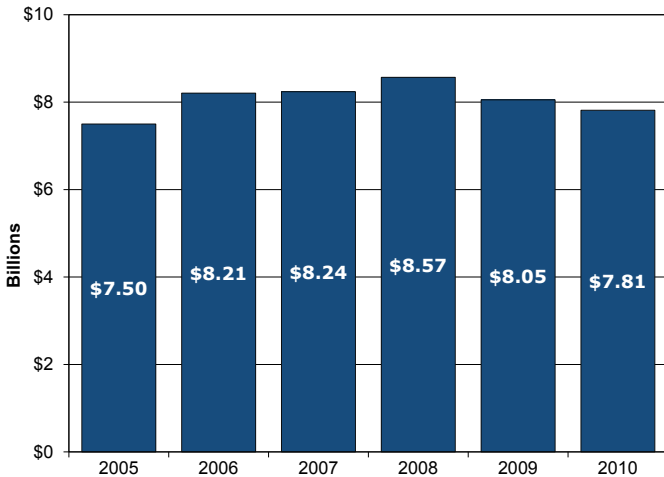
### ➔ PARISH DEMOGRAPHICS

Population	East Baton Rouge	Ascension	Livingston	West Baton Rouge
2016 Projection	440,681	121,393	141,293	22,924
2011 Estimate	437,332	108,713	127,453	22,698
2010 Census	440,171	107,215	128,026	23,788
Growth 2011-2016	0.8%	11.7%	10.9%	1.0%
Growth 2000-2010 Census	6.6%	39.9%	39.4%	10.1%
Income	East Baton Rouge	Ascension	Livingston	West Baton Rouge
2011 Average Household	\$61,470	\$67,039	\$58,789	\$54,716
2011 Households above \$75K	27.5%	36.4%	27.2%	23.5%

Source: Claritas, US Census Bureau

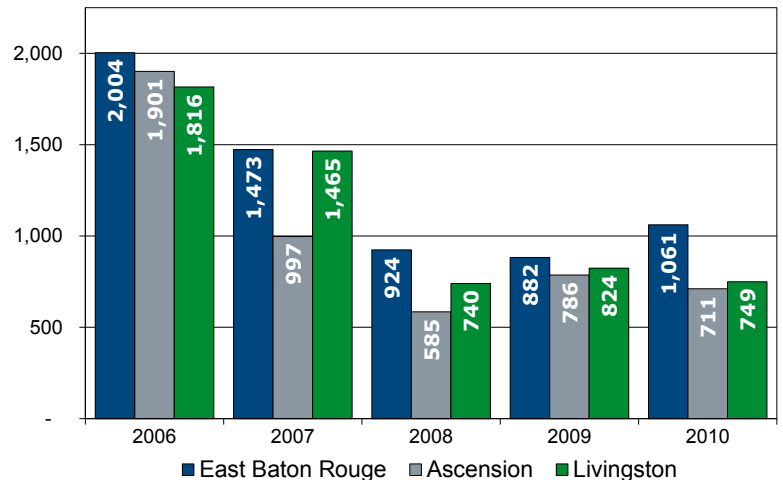
### ➔ RETAIL SALES - BATON ROUGE East Baton Rouge and City of Baton Rouge

Source: City of Baton Rouge-Parish of East Baton Rouge Finance Department



### ➔ RESIDENTIAL BUILDING PERMITS Single-Family New Construction

Source: Residential Construction Branch - US Census Bureau



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