

**People.
Places.
Progress.**





“Cities

Have the Capability of
Providing Something For

Everyone

Only Because and Only When
They are Created By

Everybody”

Jane Jacobs

Making the Connection OUR HISTORY

As the Baton Rouge General looked toward celebrating its 100th anniversary of serving our community, the neighborhoods around its flagship facility on Florida Boulevard were struggling. Longtime businesses were closing. Abandoned houses, vacant lots, and rising crime plagued once proud neighborhoods. Prospective home buyers and new businesses no longer saw Mid City as a place worthy of investment. As population trends moved south and east, the heart of our city was slowly dying.

So the hospital's leadership started making connections. With residents. With merchants. With property owners. With faith leaders across Mid City. They also reached out to other hospital systems around the country who faced similar challenges. From these connections, Mid City Redevelopment Alliance was born. From our founding, our mission been about attracting new residents and businesses to Mid City and retaining existing ones.

In 2015, a new chapter of our story began when we became a chartered member of NeighborWorks America, a nationwide network of more than 240 trained and certified community development organizations at work in nearly 4,000 communities across America. Working in partnership with others, NeighborWorks organizations are leaders in revitalizing communities and creating affordable housing opportunities for low- and moderate-income families.

Since 1991, we have worked side by side with those who understand that the heart of our city is a unique place. Not North Baton Rouge, or South Baton Rouge, not downtown or the suburbs; Mid City is common ground: a place where people and businesses of diverse backgrounds can build, grow and thrive.



Creating Change OUR MISSION

Mid City Redevelopment Alliance’s mission is to develop and promote the growth and revitalization of Mid City Baton Rouge by attracting new and retaining current residents and businesses. We believe in people, places, *progress!*

OUR LINES OF BUSINESS



HOME
OWNERSHIP
PROMOTION



HOME
OWNERSHIP
PRESERVATION



COMMUNITY
BUILDING AND
ENGAGEMENT



REAL
ESTATE
DEVELOPMENT

POLICY AND ADVOCACY

We are a voice for progressive, inclusive growth and policies that expand opportunity to everyone across the region. By creating safe neighborhoods, more affordable housing and small business development, the heart of Baton Rouge can be a place where everyone can live, work, play and thrive.

PUTTING DOWN ROOTS

HOMEOWNERSHIP PROMOTION

Princess Eubanks turned a single question over and over in her mind. Will I ever buy my own home? A single mother, her finances were tight. Her credit history was bumpy. Homeownership seemed out of reach. Then a friend suggested she contact the Home Ownership Center at Mid City Redevelopment Alliance.

Our housing counselors worked with Ms. Eubanks the same way they have with thousands of clients. We gave her a plan of action. We encouraged her when she began to doubt her dream. We helped her get back on track whenever she fell behind.

Ms. Eubanks' question has been answered. Just before Thanksgiving, she finally became a homeowner. For her and children, the day marked the culmination of years of hard work and sacrifice. It meant a new chapter in their lives, a moment to begin putting down roots and creating a home of their own.



We Believe in the power of homeownership. In fact, we have seen it transform entire communities. Homeowners have a stake in their neighborhood, and lobby for better services, join civic associations and are more likely to vote.

Families who own their own home build household wealth, maintain and improve their property, and plan and save for the future without fear of rising rent.

In short, homeownership builds strong families and strong communities.

10,000+
COUNSELED

6,000+
GRADUATES

1,900+
PURCHASES

\$152 MILLION
INVESTED

BUILDING COMMUNITY HOMEOWNERSHIP PRESERVATION

It began with painting a small, modest house.

When a group of committed community volunteers ventured into a Mid City neighborhood in 1992 to paint and repair the home of 88-year-old Henry Lacy, they could not have imagined the impact their work would have.

Pride is contagious. Soon after our home repair project, neighbors were motivated to lead more improvements on their street. Since our first project nearly three decades ago, thousands of volunteers have joined us to repair of more than 250 homes.

Now, 30 years later the fruits of their labor are clear — Mid City Baton Rouge is experiencing a renaissance as residents show renewed pride, businesses relocate to the heart of the city, and new investments are visible everywhere.

The safety and sustainability of homes in Mid City is a cornerstone of our work. In addition to completing improvements though FIXUP! painting and landscaping, we work one-on-one with homeowners in foreclosure counseling. By repairing and fortifying the homes of long-time residents, we are ensuring that anyone who wants to to continue to live in Mid City has access to the resources they need to be a part of revitalization.

IT IS MORE THAN PAINT. OR A NEW ROOF. IT IS HOW YOU BUILD COMMUNITY. ONE HOUSE AT A TIME.



LIFTING EVERY VOICE

COMMUNITY BUILDING & ENGAGEMENT

Residents are the building blocks providing the structure, bonds and energy that create thriving communities. We engage residents, merchants and volunteers in all that we do because our work is powered and shaped by those who know that for Baton Rouge to prosper, the heart of the city must be healthy.

Community Building

- Four Signature Service Projects Annually, including FIXUP Mid City
- 20-Member AmeriCorps Capacity Building Project
- Resident-led Community Improvement Projects, including The Neighborhood Challenge

Community Engagement

- Volunteer Recruitment and Management for Community Service
- Peer Engagement through the Civic Association Roundtable
- Leadership Development through the Residential Leadership Circle

Community Stabilization

- Creative Placemaking through public art and community branding
- Economic Development with Mid City Merchants and Mid City Cultural District
- Signature Events, including White Light Night and Mid City Gras



10,000⁺
VOLUNTEERS

6,000⁺
RESIDENTS

1,900⁺
PROJECTS
& EVENTS

FROM THE GROUND UP

REAL ESTATE DEVELOPMENT

In 1996, in a quiet neighborhood across from the Baton Rouge General, Mid City Redevelopment Alliance purchased 23 lots to build the first affordable home development the area had seen in almost 50 years. Today, more than 100 new, affordable units later, we have seen that safe and sustainable housing not only provides a home for families, but fuels the revitalization of entire neighborhoods.

We invest in those neighborhoods that are still struggling, but have important assets such as proximity to transit stops and major thoroughfares. Our goal is to move a neighborhood towards that tipping point—creating an environment where private capital begins to invest in the creation of affordable housing options alongside of us and homebuyers feel confident in moving there. We seek to be a spark that attracts others who see our vision.

Our vision is of a Mid City with a range of housing options for everyone, engaged owners who sustain revitalization and abundant housing opportunities for those who work hard every day to make ends meet. Street by street, project by project, we are creating neighborhoods of choice in the heart of our city. From the ground up.





LOVE MID CITY.

For 30 years, our supporters have sustained our vision of a community that works for everyone. The collective aspirations of so many have been realized in a city center that is now more diverse, thriving and filled with increased opportunity. Yet there is still more to be done. There are Mid City neighborhoods that still struggle. New growth can alter the fabric of neighborhoods in unexpected ways. So, our work is not finished. Because building strong communities requires faith and deeds, vision and action, plans and people.

Join Us.

Supporters

- Accent Title
- Agnes Andrews Allstate Insurance Company
- Arthur Gallagher
- Baton Rouge Area Foundation
- Baton Rouge General
- Baton Rouge Mayor-President Sharon Weston Broome
- Capital Area United Way
- Capital One
- Chase Bank
- City of Baton Rouge Parish of East Baton Rouge
- Baton Rouge Coca-Cola Bottling Company
- Corporation for National & Community Service
- COX Communication
- Dow Chemical
- East Baton Rouge Parish Office of Community Development
- Enterprise
- ExxonMobil Foundation
- ExxonMobil Pipeline
- Federal Home Loan Bank
- First Bank
- Foundation for Louisiana
- Gallagher
- Greater Baton Rouge Association of Realtors
- Hancock Whitney
- Harris Manor Realty
- Huey and Angelina Wilson Foundation
- Innerspace Properties, LLC
- JP Morgan Chase Foundation
- Keller Williams (Rucker Group)
- Lacy Baaheth and Associates
- Leader Title
- Leblanc Home Inspections
- LES Federal Credit Union
- Louisiana Housing Corporation
- Lowe's Home Improvement
- McGlinchey Stafford
- NeighborWorks America
- Providence Corporate Cup
- Providence Engineering
- Red River Bank
- Regions Bank
- Republic Services Foundation
- Tipton Associates
- US Dept. of Housing and Urban Development
- Wells Fargo
- WHLC Architecture



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