



Boutique Hospitality Has Special Appeal

It was one year ago this October that The Juliet, a boutique hotel, quietly opened near one of downtown's unofficial gateway intersections. Though the Gordon Hotel and the Evangeline Hotel remain anchors along Jefferson Street, they ceased to serve their original purposes years ago. Once again with The Juliet, locals and visitors find accommodations in the heart of downtown Lafayette, in step with a historic pattern of hoteliers locating in the geographic and commercial centers of cities.



With 20 rooms and suites, The Juliet was designed to deliver cozy, attentive service to the individual guest. Meanwhile it is growing into a destination property for the region.

Downtown hotels are typically popular for business travel, and Lafayette's example is no different. Gerald Breaux, executive director of Lafayette Convention and Visitors Commission, reported recently that the top three segments of business travel to Lafayette are the oil & gas, medical and legal fields – a fact reflected in the observations of The Juliet, says general manager Erin Wheeler.

Companies often host visitors, such as industry regulators performing audits or visiting executives in for training or management purposes, Wheeler says. "I've seen a lot of 'C-suite' guests here. If they are here for a day or two or more, they want to stay in a place near that office." Examples include visitors to the banks downtown and the oil & gas service companies along the Highway 90 corridor. "I know of at least two major oil companies who won't send their employees or guests anywhere else now. They value the service, comfort and convenience we provide," Wheeler adds. The hotel is catering to the business traveler with corporate and extended stay rates.

Downtown, with its concentration of courthouses, hosts visitors related to legal cases being tried here, including judges,



lawyers, witnesses and family members who stay for days if the case originated from out of town. They too seek the convenience and amenities of an extended stay in downtown says Wheeler, pointing out boxes of legal files being stored in her office in advance of a trial to start the next week. The medical resources here also draw in travelers – both medical professionals and families of those seeking treatment here.

Regarding recreational travel, downtown hotels – and, increasingly, boutique hotels in particular – have become sites for "staycations," a rising trend of families spending vacations in or near their hometowns, caused in part by rising travel and gas prices. People are shifting vacation dollars from the fuel pump and choosing luxurious accommodations near home to take advantage of commonly overlooked attractions.

For Acadiana locals, a weekend "staycation" in Lafayette could include visits to outdoor events, museums and access to great dining and nightlife. During popular events such as Festival International, which draws tourists from across the globe, still more guests were locals and festival volunteers seeking to be close to the event. Year-round, at least 10 percent of The Juliet's weekend business is walk-in customers, nearly all of whom are locals. "It's definitely more a couples' property," says Wheeler, who has designed special wedding, honeymoon, "baby moon" and weekend getaway packages.

For business, tourism and leisure guests, boutique-style hospitality in downtown is a special niche that fits the need.



Enjoy These Upcoming Unique Events

Show your love for DTA!

After a jilted start due to hurricanes and rain, the Downtown Alive! 25th anniversary season is launched and the crowds that supported the event through the years can return to the parks for the free concerts. Now, we've got some special merch to celebrate the 25th anniversary. A commemorative T-shirt is available as a regular adult or ladies' tee (\$12 and \$14 dollars respectively). Also, look for a commemorative "best of" CD that is due to be released this fall! During Second Saturday ArtWalk Oct. 11, visit Gallery R adjacent to Parc Sans Souci to see Retrospective, a visual tribute to the first 25 years with performance photos and past season posters.



Boudin Cook-off

Featuring about 20 of Acadiana's favorite meat markets, the inaugural boudin cook-off is organized by "The Linksters," a traveling pair of Boudin critics whose extensive ratings attract a following to TheBoudinLink.com. The event will feature live entertainment – The Specklers and CajuNation will take to stage – and is free and open to the public. With boudin samples for 50 cents each, you can get your fill for around \$5. The Linksters hope to make this an annual event. The inaugural event is Oct. 25 from 10 a.m. until 4 p.m. at Parc Sans Souci.

PASA in the Parc

Shakespeare returns to PASA in the Parc

with a free event when Aquila Theatre performs *A Comedy of Errors* at 7:00 p.m. on Oct. 30 in Parc International. Picnic baskets, blankets and chairs are welcome. Get together a group of family and friends and revel in the magic of theater under the stars. www.PASA-online.org.



Aquila Theater troupe

A Community Christmas Celebration

'Twas the Light Before Christmas, held Nov. 29, the Saturday after Thanksgiving, is a perfect start to the Christmas season – a traditional, family-oriented day presented proudly by AT&T.

The signature feature is the lighting of the city's official Christmas tree by City-Parish President Joey Durel. Returning attractions this year include free admission to some downtown museums – a rare chance to experience the rich cultural offerings at no charge! Retailers and

galleries will extend hours for a downtown open house.

Enjoy carriage rides through downtown that start at Parc Sans Souci, with proceeds supporting Toys for Tots, helping to make the holiday

brighter for Acadiana kids. The park is also the center of activity for holiday musical performances, free photos with Santa, a reading of the classic poem "Twas the Night Before Christmas" and a fine crafts market featuring Louisiana Crafts Guild artisans. A brand-new event is the Jingle Bell Run 5K and one-mile fun run. Registration will be open soon.

Following these activities, enjoy a showing of "The Polar Express" at Movies in the Parc.



EVENTS

Letter from the editor



What's been the most challenging aspect of my job so far? The weather. In September, it was hard to tell where hurricane season ended and where the Downtown Alive! season could begin. (Special thanks here to the weather guys at both KATC and KLFY for taking my Friday afternoon calls to provide up-to-the-minute DTA! forecasts).

But also last month, I gave a presentation to the Chamber's current Junior Leadership class about "cultural economy." In planning my speech, I began thinking about all the events and festivals held here annually, and the time and talent applied to delivering them often at little or no cost to attendees. I realized that these music events and the like keep our cultural truths intact; we must keep them alive with our continued, devoted patronage.

There is so much left on the see-and-do calendar in downtown through the rest of the year, including the rest of the 25th anniversary series of Downtown Alive! (With the support of our sponsors, Lafayette Coca-Cola, Cox and Keaty Real Estate, we plan to put some new concert dates on the calendar to make up rain-out dates).

In early October, the Latin Music Festival returns. This home-grown event has the spirit and laid-back appeal of an authentic Latin American community celebration. Later in the month, the first-ever Boudin cookoff comes to Parc Sans Souci. Also just around the corner is the annual Christmas event, 'Twas the Light Before Christmas, presented by AT&T. Read more about the enhancements to this day of activities in this issue.

As always, you can check for event updates at our web site, DowntownLafayette.org, and please support these happenings with your attendance and patronage. See you downtown!

Ryan Petticrew
DLU Marketing & Events Manager
ryan@downtownlafayette.org

Business Briefs

Cal-Chlor Assumes Street-level Space

With a claim to being the world's largest distributor of calcium chloride, Cal-Chlor has been headquartered for years in the second floor space of a Jefferson Street building owned by Poche Prouet Associates.

Recently, when the lease expired and was not renewed on the first floor, Cal-Chlor exercised a privilege of its contract to lease the 1,800 square feet previously occupied by Café Bonjour. Renovations are currently underway to convert the space to fit Cal-Chlor's needs. The company also has offices in Opelousas; Ludington, Mich.; Aurora, Colo.; Piscataway, N.J.; the Netherlands and U.A.E., according to its web site.



for his two companies, Cooler Talk and CalcCorp in the former White's Service Station on Johnston Street between Cypress and Garfield Streets. The building dates back to 1945.

Cooler Talk is a new media concept that will blend entertainment and advertising. Cooler Talk will sell water cooler units with built-in 20" LCD screens to be placed in doctors' offices, auto repair shops and anywhere there is a "captive, waiting-room audience" for content including trivia, news, weather and sports along with local ads. Cooler Talk will launch its product with a four-week beta test in Lafayette, New Orleans, Las Vegas, Reno, Dallas and Phoenix beginning Oct. 15.

The Southwest Group carving out new space downtown

The Southwest Group is expanding its four companies within the downtown area. The company has been improving the interior of the former BellSouth building of approximately 16,000 square feet at 530 South Buchanan Street, beginning with



the second floor with itself in mind. The first and third floors will be leased as shells that could be built to suit. The work - and TSG's intended move - may be done by year's end.

Andoli's Bustles Early On

The first day in business at Andoli's Sandwich Press may have caught Katherine Moody McCormick and Gabe Soileau a bit by surprise, and by the end of the week it was apparent the breakfast and lunch spot was a hit. "We're excited to offer breakfast and coffee, which has been popular -



especially our mochas," says McCormick. (The family-run eatery in Chase Tower serves C.C.'s java). The demand at lunch also is spurring on expansion plans for dine-in seating as an alternative to the current take-away and delivery options.

Entrepreneur reclaims vacant downtown space

With a comprehensive renovation nearly complete, Shawn Calvit is creating space

Second Saturday ArtWalk
Oct. 11, Nov. 8, Dec. 13
Downtown art galleries open 6 - 8 p.m.

Downtown Alive! 25th Anniversary season
Presented by Lafayette Coca-Cola, Cox and Keaty Real Estate / Gates open 5:30 p.m., most performances 6-8:30 p.m.
10/3 **Andy Smith Band**
10/10 **Festivals Acadiens et Creoles Kickoff:**
5:30 - **Roddie Romero and the Hub City All-Stars** /
7:30 - **Zachary Richard**
10/17 **Dire Wood / Hungry Hungry / The Amazing Nuns**
10/24 **Kenny Neal**
10/31 **Bas Clas / Rufus Jagneau**
11/7 **Johnny Sketch and the Dirty Notes**
11/14 **Racines**
11/21 **BeauSoleil / Nathan & Zydeco Cha-Chas**

Bach Lunch
Presented by the Lafayette Natural History Museum and Planetarium Noon - 1 p.m., Parc Sans Souci
10/3 **L'angelus**
10/10 **Cajun du Nord (Festivals Acadiens et Créoles)**
10/17 **Cedric Watson & Friends**
10/24 **Les Freres Michot**
10/31 **Lost Bayou Ramblers**
11/7 **Robbie Taylor and Friends**
11/14 **The Howdies**

Movies in the Parc
Sponsored by *The Daily Advertiser*, Cox, Home Bank Parc International, movies begin at dusk
10/18 **Beetlejuice**
11/29 **The Polar Express**

Special Events
10/4 Latin Music Festival, Parc International, 5-11 p.m. Live music and Latin food, free. www.aclaf.org.
10/15 Taste of Acadiana, Parc International
10/22 Realtors' Gumbo Cook-off, Parc International
10/25 Buddy Walk, Parc Sans Souci
10/25 Boudin Cook-off, Parc Sans Souci, 10 a.m. - 4 p.m.
11/2 Breakdown '08, Parc International
11/8 Cajun Cup, Parc Sans Souci

Acadiana Center for the Arts
101 W. Vermilion St. / 233-7060 / www.AcadianaCenterForTheArts.org
10/11 Louisiana Folk Roots Jam Session
Oct-Nov: A 30-year old Survey of Works by Dennis Paul Williams; Crafts Guild artists Troy Dugas & Chad Aldridge

Children's Museum of Acadiana
201 E. Congress St. / 232-8500 / www.ChildrensMuseumOfAcadiana.com
10/4 Smartwater Presents the CMA Sashay & 5K, 7a.m. - Noon. Pine Leaf Boys perform.
Oct-Nov: Technician-level licensed hand radio operator course (8 weeks, Thurs) Ages 10 and up
11/5 Tsunami fish art workshop 10 a.m. - Noon

Cité des Arts
109 Vine St. / 291-1122 / www.CiteDesArts.com
Oct: Presenting *Hedwig and Rocky Horror*.

Natural History Museum & Planetarium
433 Jefferson St. / 291-5544 / www.Inhmpmuseum.org
Now Showing "Wrapped in Pride: Ghanaian Kente and African American Identity"
10/18 "Night at the Museum" benefit gala, 7 - 11 p.m.

Lafayette Public Library
301 W. Congress St. / 261-5775
www.lafayette.lib.la.us
Socrates Café, Thursdays at 6:30 p.m.
10/27 "Comedy of Errors" Lecture by Dr. Susan Nicassio. 6:30 - 8:00 p.m. Free.

Commercial & Residential PROPERTY FINDER
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For more information on downtown properties or incentives, call Downtown Business Services manager Brett Mellington • 593-1414 • brettm@lafayette.org

523 Jefferson St.
337.261.9410

631 Jefferson St.
337.232-0070
www.PamplonaTapas.com

116 E. Vermilion St.
337.231.6901
www.stansdowntown.com

911 Lee Ave.
337.593.6000
www.whitneybank.com

Continued Infrastructure and Facility Improvements on Tap

Funding for ongoing maintenance and capital improvements is part of the 2009 LCG budget. Here's a synopsis:

Public Works will assess the aging sidewalk network (outside Jefferson Street) and direct funds per priority for repair to improve pedestrian travel and safety.

On Jefferson Street, completion of the streetscape and underground infrastructure between Lee Avenue and Johnston Street, and another segment near the Federal Courthouse, is slated. Construction had been deferred to make way for other projects.

In addition to street and public space cleaning and maintenance, DDA supplements public services via a partnership with Public Works that places a custodian downtown to take care of litter, light cleaning and maintenance needs.



Users of the parking garages will welcome long-awaited repairs and upgrades slated for both the Buchanan Street garage and the heavily used Parc-Auto du Centreville on Vermilion Street. Both facilities are more than 25 years old. Lighting, elevators, stairwells, doors, railings, surface re-painting and security improvements, along with routine cleaning and maintenance, are to be addressed by the Traffic and Transportation Department in 2009.

The parking program covers its costs and returns funds to the city's general fund each year. Downtown organizations have long advocated that some of these self-generating funds be used to maintain and update these facilities when needed to accommodate the public's use of them as they are a critical piece of the support infrastructure within the downtown. (Our thanks to the Durel administration and the Council for addressing the aging infrastructure issue).

Arts and Cultural District Advancements

The second phase of the Acadiana Center for the Arts has received approval to go to bid from the State's Facility Planning and Control Office. Bid advertisement is now underway via Lafayette Consolidated Government and bids are currently scheduled to be received on Oct 16. According to plan, construction can be



anticipated to begin in early 2009.

Renovation to the Lafayette Public Library is now in the design and development phase by architectural firm MBSB. As currently scheduled, the project plans and specs are expected to be completed in summer 2009. The \$9.7 million renovation of the 63,000-square-foot building includes demo and rebuild of interiors and systems with facade and entrance updates, expanded use of the third floor, enlarged kids' and teens' areas, conference rooms, small study rooms, cafe and bookstore features, reorientation of main entrance to face Lafayette Street, drive-thru book pick-up and return, reorientation of parking lot, incorporation of RFID technology.

Transportation Center Closer to Reality

Upcoming is the new construction of space expected to house a revamped post office as well as the Traffic and Transportation Department and its technology functions related to coordinating traffic signals and roadway mobility issues (known as an Intelligent Transportation System).



Once the new building is constructed, the Postal Square building on Cypress Street will be demolished.

The first phase of this facility was rebuilding the historic depot to accommodate Amtrak and city transit services along with bus berths and circulation lanes. That kicked off when DDA acquired the railroad property from Union Pacific and transferred it to the city. Since, securing federal and other funds to complete the center has been arduous, but plans are moving toward reality. With an estimated cost of \$14.5 million and anticipated support from LPTFA, the center may get under construction in 2009. As originally conceived, the center will transform this sector of the district physically and aesthetically and vastly improve city transportation services and public benefits.



Greenwood Shoes



Old Vogue



The Fun Shop



Jefferson Street Market

Independent retailers downtown create unique experiences

The collection of independent, eclectic shops has been a hallmark of downtown for decades. Within a few walkable blocks, shoppers encounter retailers with both traditional and contemporary items; items for gifts or special occasions; the best in local and regional art and fine crafts; and unique shopping experiences not found elsewhere in the city.



Wa-zoo

- happens organically.

"Chain stores are so driven by demographics of their immediate vicinity," says Robison. "Because downtown areas have more commercial than retail spaces, the chain retailers tend to settle elsewhere. This leaves room for mom-and-pop stores and boutiques - in a concentration not found elsewhere."

Retail shopping in the downtown district is accented by the variety of eateries and restaurants, museums and other attractions and businesses here so the visitor can have a fun, full-day experience downtown.



Teche Drugs

For certain shopping quests - gift shopping and leisure shopping, for instance - the downtown district is a true destination. In October, many will visit Old Vogue and The Fun Shop for Halloween costumes. Teche Drugs and Jefferson Street Market are popular year-round, but are also notable for holiday items for Christmas and Mardi Gras. Other shops like Wa-Zoo, Greenwood Shoes, Tiara Jewelry and Right On Fashions cater to niche apparel and accessory markets.

While over the decades the storefronts have changed, the uniqueness of the shopping environment continues. Rob Robison, owner of Jefferson Street Market, says that the mix of out-of-the-ordinary retailers - both within his market and throughout downtown as a whole

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- Bullard Consulting
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- Domino's Pizza
- Frederick Hair Studio
- Law Office of Thomas Guilbeau
- Larry & Juana Killian and family
- MLR Magic
- Nitetown

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For a complete listing, visit www.downtownlafayette.org

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* Music and Entertainment
Agave Mexican Cantina*
200 E. Vermilion St. 289-0000
Antlers*
555 Jefferson St. 234-8877
Artmosphere/Berry's Bistro*
902 Johnston St. 233-3331
Bonsai Sushi Bar
400 Jefferson St. 232-8333
Borden's Ice Cream
1103 Jefferson St. 235-9291
Buns
105 Saint Landry St. 232-3287
Cedar Grocery & Deli
1115 Jefferson St. 233-5460
Domino's Pizza
107 E. University Ave. 234-3030
Don's Seafood DOWNTOWN
301 E. Vermilion St. 235-3551
Dwyer's Café
323 Jefferson St. 235-9364
Filling Station, The*
900 Jefferson St. 291-9625
Frankie's
427 Jefferson St. 237-0897
Guamas*
302 Jefferson St. 267-4242
Jack's Drive Thru
407 Johnston St. 237-8889
Johnson's Boucaniere
111 Saint John St. 269-8878
Joy's Curbside Cuisine Kiosk
739-6885
Keith's Ballroom
417 Jefferson St. 237-4634
Keller's Bakery
1012 Jefferson St. 235-1568
Langlinais Food Store
816 W. Congress St. 235-4282
Legend's Annex
110 Polk St. 504-3252
Pamplona Tapas Bar
631 Jefferson St. 232-0070
Pat's DOWNTOWN*
107 E. Main St. 289-5270
Pizza Hut
105 Saint Landry St. 233-3335
Subway
515 Jefferson St. 261-4949
Tsunami
412 Jefferson St. 234-3474
Whole Wheat Eatery
538 Jefferson St. 233-5859
Zeus Café
431 Jefferson St. 234-8955

SHOPPING AND SPECIALTY

712 Designs
712 Congress St. 233-2034

Bad Kitty, The
311 Jefferson St. 234-7799
City News Stand
535 Jefferson St. 235-2665
Cathedral Gift Shop
515 Cathedral St. 232-1322
Fun Shop, The
310 Jefferson St. 234-0791
Greenwood Shoes
439 Jefferson St. 235-3746
Jefferson Street Market
538 Jefferson St. 233-2589
Leather Pouch, The
436 E. Vermilion St. 235-0745
Old Vogue Costumes
422 Jefferson St. 233-0060
Reflections of Olde
700 W. Congress St. 593-8593
Right On Fashions
411 Jefferson St. 237-5645
Teche Drugs and Gifts
501-511 Jefferson St. 235-4578
Tiara Jewelry
426 Jefferson St. 235-8781
Tommy's Flowers
538 Jefferson St. 255-0910
Wa-Zoo
408 Jefferson St. 593-8553

MUSEUM & CULTURAL

Acadiana Center for the Arts
101 W. Vermilion St. 233-7060
Children's Museum of Acadiana
201 E. Congress St. 232-8500
Lafayette Museum (Alexander Mouton)
1122 Lafayette St. 234-2208
Lafayette Natural History Museum & Planetarium
433 Jefferson St. 291-5581
Lafayette Public Library
301 W. Congress St. 261-5775
Saint John's Cathedral Museum
515 Cathedral St. 232-1322

ACCOMMODATIONS

The Juliet Hotel
800 Jefferson St. 261-2225
Blue Moon Guest House
215 E. Convent St. 234-2422

GALLERIES

Acadiana Center for the Arts
101 W Vermilion St. 233-7060
Architects + Artists
200 Jefferson St. 232-0000
Art Café
302-B Jefferson St. 739-4097
Artistic Allure Gallery & Studio
413 Lee Ave 962-5635
Cité des Arts
109 Vine St. 291-1122

Evangeline Galleries
1100 Lafayette St. 232-1442
Francis Pavy Gallery
210 Gordon St. 232-6682
Galerie Eclairouse
535 1/2 Jefferson St. 234-5492
Galerie Lafayette
538 Jefferson St. 233-2589
Gallery 549
549 Jefferson St. 593-0796
Gallery R
116 E. Congress St. 769-1530
Grand Contemporary Art Gallery
402 S. Buchanan St. 235-5252
Pottery Alley
205 1/2 W. Vermilion St. 349-9881
Sans Souci Fine Crafts Gallery
219 E. Vermilion St. 266-7999
Whoojoo Glass
532 Jefferson St. 269-9310

NIGHTLIFE

**Lunch/Dinner Served
Blue Moon Saloon, The
215 E. Convent 234-2422
Bootlegger's
522 Jefferson St. 268-9401
City Bar Downtown
324 Jefferson St. 233-7772
Grant Street Dancehall
113 W. Grant St. 237-8513
Green Room, The
307 Jefferson St. 262-0307
Jefferson Street Pub**
500 Jefferson St. 232-5040
Karma
314 Jefferson St. 704-2669
Legends Downtown
413 Jefferson St. 261-9494
Lounge
410 Jefferson St. 236-5570
Marley's**
407 Jefferson St. 235-4002
Nitetown
524 Jefferson St. 593-8551
Office, The
307 Jefferson St.
Renaissance Night Club
425 Jefferson St. 267-7404
Shaker's Martini Bar
222 Jefferson St. 291-2425
Sound Factory, The
209 Jefferson St. 269-6011
Stan's Nightclub Bar and Grill**
116 E. Vermilion St. 231-6901
V Bar
533 Jefferson St. 264-8000

431 Jefferson Street
337.234.8955
www.ZeusCafe.com

Wine Bar and Spirits
410 Jefferson Street
337.236.5570

412 Jefferson Street
337.234.3474
www.ServingSushi.com

Mexican Grill & Cantina
200 East Vermilion Street
337.289.0000
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