

DOWNTOWN

It's Carnival Season Downtown!

Celebrate Mardi Gras with great parades rolling through Downtown from Lafayette's oldest traditions like the King's and Queen's parades to the Krewe de Chiens (dog parade) and Children's parade and many more, the two weekends prior to Mardi Gras.

On Mardi Gras Day February 21st, parades and festivities fill Downtown. Families can begin a full day of activities in Parc Sans Souci with the annual King's Court Costume Contest set for 9 a.m. This family-oriented contest, welcomes individuals, couples and groups. Pre-registration is not required. Local celebrity judges award for best theme, most original, most comical, best family group, best adult group and



best adult couple. This year's theme is "Gabriel's Masquerade".

After the contest, pick your spot at the Parc near the King's Court Reviewing Stand for a prime view of parades and Krewe festivities. The King's Court and Costume Contest is produced by Downtown Lafayette and sponsored by theadvertiser.com on behalf of the Greater Southwest Louisiana Mardi Gras Association.

LCG'S FAMILY FRIENDLY MARDI GRAS

Also on Mardi Gras day in Parc Putnam, the community is invited to attend the 4th Annual Family Friendly Mardi Gras event to celebrate Mardi Gras in an alcohol and tobacco free environment. This event is

free and open to the public. There will be music, games and activities for all ages in the parc directly across from the Federal Court House.



2012 Downtown Boards Welcome a New Year



2012 DLU Board Members, pictured from left: Andrew Payne, Greg Dubois, Richard Kennedy, Gerd Weustemann, Mary Guidry, Joey Babineaux, Jaci Russo, Byron Trosclair, Ceci Thomassie, CB Talley, Eric Crozier, Gerald Breaux, Blaise Zuschlag and Ben Berthelot

The Downtown Development Authority and Downtown Lafayette Unlimited are pleased to announce their respective Boards of Directors for 2012. The two groups work together and in conjunction with the governmental, non-profit and private sectors to advance the economic, cultural and physical development of Downtown -- both preserving and enhancing its important role as Lafayette's city center.



2012 DDA Board Members, pictured from left: Michele Ezell, Don Broussard, George Favaloro, Pat Trahan, Ed Bowie, Bryant Poche and Blake David.

CELEBRATING A NEW BEGINNING

Downtown celebrates the end of an era as **Jody Nederveld** retires from DDA. A leader in helping to make Downtown Lafayette what it is today, Jody began her career with the Downtown Development Authority in 1987. She has truly made a mark on the district and will be greatly missed. We wish her well in her future endeavors.

MOVING FORWARD

Gina Aswell joins Downtown Development Authority as Associate Director. Over the past two years, Aswell has worked for Downtown Lafayette Unlimited as the Marketing & Communications manager, and she looks forward to moving into her new role, continuing to serve the Downtown community.

FRESH START

Downtown Lafayette Unlimited is pleased to announce the addition of **Kate Durio** to the staff as Marketing and Communications Manager. Durio lived in Portland, Ore. for six years until 2010, when she couldn't be away from Acadiana any longer. She worked in television news in both Portland and Lafayette and will put her news experience to good use by getting the word out about downtown. In addition to her journalism experience, she also worked as a graphic designer and project manager in the marketing and printing industries.

Business Briefs

INVENTUREWORKS

At some point, nearly everyone has started a sentence with, "You know what someone really needs to come up with...?" Usually that conversation just stops at first base. But now a new business in Downtown Lafayette takes that conversation all the way. InventureWorks located inside Gordon Square serves an idea launch-pad providing additional resources for an idea to take flight. Pete Prados and Neil Mason launched InventureWorks, the only company of its kind in the South, in Downtown Lafayette to become the latest addition of the existing innovative atmosphere of the district.



"Downtown is such a creative vibe. Everything about what we do is all about inspiration and creativity. So, it's just a perfect fit," said Mason.

"Being Downtown is great! Clients can come here and have a meeting and then we can eat right downstairs at one of over twenty different places. It really places us in the middle of where all of the creativity is happening," said Prados.

Both men say that they aim to provide a well-rounded, collaborative road map for their clients. And that road map is made surprisingly simple by Prados and Mason.

First, they have to hear the idea. But before the pitch, InventureWorks offers confidentiality and then educates the client on how they should safeguard the value of their idea. Then clients participate in a free one-hour idea session to pitch the idea before InventureWorks assesses and determines its potential for success. Ideas then go into a business plan for the estimated financial startup process. Prados and Mason may offer to invest in the idea themselves or help prepare the client to attract other investors. After that, all that's left is to launch the idea and

watch it grow.

InventureWorks will assist anyone with an idea. Whether it's a brand-new business that is nothing more than idea or an individual with an idea of a widget, software, app or new invention, InventureWorks says, "Let's begin".

BLUE MOON CELEBRATES 10 YEARS

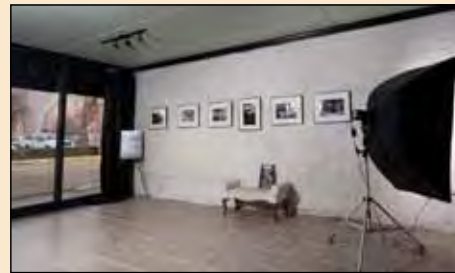
Voted one of the best bars in America by Esquire magazine, the Blue Moon Saloon and Guest House celebrated 10 years last fall. Owner, Mark Falgout, says the Blue Moon journey began with an idea hatched when he was studying French and spending most nights in hostels around Europe. Falgout says he decided if he couldn't be travelling, he wanted to be around people who were. Blue Moon started out as a guest house in September 2001 and then expanded to include live music, to satisfy what he says he would seek as a traveler.



Falgout has expanded the bar area in the last month to include a new, full-service bar in the front and a new deck in the backyard. Falgout says the success of Blue Moon depends on the consistency in remaining, "just a good, original, music club". Visitors are encouraged to go to www.bluemoonpresents.com and sign up for weekly email updates.

ZOOM PHOTO STUDIO EXPANSION

Photographer Travis Gauthier has expanded Zoom Photo Studio located at 205-A West Vermilion Street. Gauthier says the new space will allow Zoom to be more a visible part of the downtown community, which will include participating in ArtWalk and being inspired by the other creative professionals that have made downtown their workplace. For more information on Zoom Photo Studio, visit www.zoomphotostudio.com.



FEED AND SEED BECOMES NEW DOWNTOWN VENUE

The Feed and Seed is located at 106 N. Grant St, behind Grant St. Dance Hall. Owner Andy Cornett purchased the facility in 2005 just before Katrina and Rita slammed south Louisiana and opened the space October 22, 2011. The building has a long history and was constructed of wood and tin in the mid-1920's.

Initially, it was a Montgomery Ward warehouse. Then in the 1930s, the Broussard family purchased the property and renovated the building to become Broussard's Feed and Seed and was in business for over 40 years. Now, the Feed and Seed is a 3,300 sq. ft. non-smoking, all-ages venue with a capacity of nearly 300 people. Feed and Seed provides great live music, performance art and more. For more information, please call 337-255-6447 or visit www.facebook.com/feedandseed106.



ZEUS NOW OPEN DOWNTOWN

Zeus is now downtown at 423 Jefferson Street. The Lebanese restaurant will be open seven days a week for lunch and dinner as well as late nights on the weekends until 2 a.m. Zeus will also be offering daily plate specials during lunch.

EVENTS

PARC SANS SOUCI FOUNTAIN

Hours Daily from 10a.m.-10 p.m.

SECOND SATURDAY ARTWALK 2nd Saturday

Downtown Lafayette Cultural District

January 14, 6 p.m.-9 p.m.

February 11, Special Mardi Gras Hours, 4 p.m.-6 p.m.



KING'S COURT MARDI GRAS

Parc Sans Souci

February 21, 9 a.m.-4 p.m.

Festivities All Day

Costume Contest at 9 a.m. followed by parades and krewe stops at The King's Court Stand. Visit lafayettettravel.org for a complete listing of parade schedules and routes

LCG FAMILY FRIENDLY MARDI GRAS

Parc Putnam

February 21, 10 a.m.-4 p.m.

HOPEFEST

Parc International

March 10, 12 p.m.-7 p.m.

ACADIANA CENTER FOR THE ARTS

101 W. Vermillion St. / 233-7060

www.AcadianaCenterfortheArts.org

Keb' Mo', AcA All-Stars with Anders Osborne, January 26, 7:30 p.m.

AcA Family Performance Series- The Art of Improvisation, February 7, 6:30 p.m.

AcA Family Performance Series – Danse de la Louisiane, February 15, 6:30 p.m.

LAFAYETTE SCIENCE MUSEUM

433 Jefferson St. / 291-5544

www.lafayettesciencemuseum.org

Dinosaurs: Ancient Fossils, New Discoveries, through March 11.

COMING SOON!

Downtown Alive! Spring 2012 starts Friday, March 9, 2012

Bach Lunch Starting in March

COMMERCIAL & RESIDENTIAL PROPERTY FINDER • INCENTIVES SEARCH NOW



For more information on downtown properties or incentives, call Downtown Lafayette at 291-5566 or Brett Mellington at 593-1414

AGAVE
cantina
200 East Vermilion Street
Lafayette
(337) 289-0000

ZEUS
CAFE
423 Jefferson Street
337.289.ZEUS
www.zeuscafe.com

PAMPLONA
TAPAS BAR
AND RESTAURANT
631 Jefferson St.
337.232.0070
www.pamplonatapas.com

Legends
ANNEX
grill and bar
110 Polk St.
337.504.3252

DOWNTOWN BY THE NUMBERS 2011 IN REVIEW



- Downtown saw 32 New and Expanding Businesses in 2011
- Festival International Celebrated 25 years in 2011
- Office tower occupancy was up to 93% in 2011
- Rosa Parks Transportation Center opened with the Traffic and Transportation Center, the post office and Acadiana Open Channel and serves as home of all 3 offices.
- Streetscape was expanded along Jefferson Street to reach Johnston Street as part of the project started 14 years ago.
- Technology sector takes root - The Switch, InventureWorks, and Red Ball open in 2011
- New arts venues arrive and expand - Acting Unlimited, Feed and Seed and Acadiana Center for the Arts
- More than 750,000 attended 80+ events
- Library relocates into temporary space on Jefferson Street while planning and renovations begin on Congress

A NOTE FROM DOWNTOWN LEADERS

Dear Downtowner,

Downtown Lafayette saw 32 new and expanding businesses in 2011, and that's a great way to start 2012. Maintaining that momentum, the Downtown Development Authority and Downtown Lafayette Unlimited are looking forward to 2012 and working to continue elevating Downtown Lafayette to new heights.

DDA consistently works behind the scenes to develop new and existing businesses Downtown while pushing forward on improvement projects such as Streetscape that provide great incentive for businesses and customers alike.

Meanwhile, DLU is looking forward to developing a visitor focus through branding and marketing initiatives that highlight the experiences Downtown as unlike any other place in Lafayette and beyond. DLU will remain focused on the Downtown experience with more than 85 events in the parks and around Downtown including DLU events, such as Downtown Alive! entering its 30th year in 2011.

From Downtown Lafayette, have a happy new year and thank you for being a part of the district.

Sincerely,

Jaci Russo, DLU President

Bryant Poche, DDA Chairman

Downtown Lafayette on Facebook and Twitter

For the most up to date information on all happenings downtown, join Downtown Lafayette on Facebook or follow us on Twitter @ DowntwnLafayette.

COMMERCIAL & RESIDENTIAL PROPERTY FINDER • INCENTIVES SEARCH NOW

WWW.DOWNTOWNLAFAYETTE.ORG

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100 Central Street
Suite 100
337-289-1276



100 Central Street
Suite 200
337-232-2873



100 Central Street
Suite 100
337-289-9322



100 Central Street
Suite 200
337-237-6517



January 14
(6pm-9pm)
February 11
(Special Mardi Gras Time 4pm-6pm)
March 10
(6pm-9pm)



Where Lafayette Happens!
Address Correction Requested

Downtown Lafayette Unlimited - Downtown Development Authority
337.291.5566 735 Jefferson St. Ste. 204 Lafayette, LA 70501

PRST STD
US Postage
PAID
Permit #326
Lafayette, LA
70501

Current Resident or

DOWNTOWN DEVELOPMENT AUTHORITY

Chairman Bryant Poche, Southwest Contractors, LLC
Secretary-Treasurer Pat Trahan, IBERIABANK
Immediate Past Chair Blake R. David,
Broussard & David Attorney at Law

Members

Ed Bowie, Acadiana Open Channel
Donald Broussard, The Lemoine Company
Michele Ezell, Tsunami
George Favaloro, Nitetown

DOWNTOWN LAFAYETTE UNLIMITED

President

Jaci Russo, The Russo Group

President-Elect

Ben Berthelot, LCG

Past President

Byron Trosclair, Innovative Intelligent Design, Inc.

Secretary/Treasurer

Cheryl McManus, Home Bank

VP Fundraising

C.B. Talley, Real Estate Appraisal Firm

VP Membership

Mary Guidry, IBERIABANK

VP Public Relations

Amanda Toups, Lafayette Surgical Specialty Hospital

At Large

Miles Matt, Law Offices of Matt & Allen
Sona Donbourian, Lafayette Parish Library

Members

Joey Babineaux, Acadian Village
Bradley Black, Attorney
Gerald Breaux, LCVC
Eric Crozier, Abel + Crozier Architects
Emily D'Aquin, The Kids Shoppe
Greg Dubois, Cathedral Carmel
Johnathan Durbin, WorldPay USA
Richard Kennedy III, Richard R. Kennedy, APLC
Pat Logan, LCG
Rachel Nederveld, Tipitina's Music Co-op
Andrew Payne, Pamplona Tapas Bar
Tom Sammons, ULL - School of Architecture
Ceci Thomassie, MidSouth Bank
Greg Walls, Walls Properties, LLC
Gerd Wuestermann, Acadiana Center for the Arts
Blaise Zuschlag, J.P. Morgan

STAFF

Cathy Webre, Executive Director
Gina Aswell, Associate Director
Jolene Harris, Administrative Assistant
Kate Durio, Marketing & Communications Manager
Jason McClurg, Events/Parc Coordinator
Brett Mellington, Business Development Manager

Downtown Services Guide - For a complete listing, visit www.DowntownLafayette.org

RESTAURANTS AND FOOD

* Music and Entertainment
The Accidental Chef
406 Garfield St. 849-6837
Agave Mexican Cantina*
200 E. Vermilion St. 289-0000
Americas Coffee House
403-B South Buchanan St. 456-4806
Andoli's
600 Jefferson St. 266-2325
Antlers*
555 Jefferson St. 234-8877
Artmosphere/Berry's Bistro*
902 Johnston St. 233-3331
Athena's Greek and Lebanese
431 Jefferson St. 234-8955
Bonnie Bells
740 Jefferson St. 234-6776
Borden's Ice Cream
1103 Jefferson St. 235-9291
Buns
105 Saint Landry St. 232-3287
Carpe Diem!
812 Jefferson St. 534-4155
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
The Filling Station
900 Jefferson St. 291-9625
Frankie's Burgers
427 Jefferson St. 237-0897
The French Press
214 East Vermilion St. 233-9449
Johnson's Boucaniere
1111 Saint John St. 269-8878
Keller's Bakery
1012 Jefferson St. 235-1568
Legend's Annex
110 Polk St. 504-3252
Marley's Sports Bar
407 Jefferson St. 235-2004*
Pamplona Tapas Bar
631 Jefferson St. 232-0070
Pat's Downtown*
107 E. Main St. 289-5270
Pizza Hut
105 St. Landry St. 233-3335
Poupart's Bistro
100 East Vermilion, Ste. 130
Rivals Sports Grill
1020 Jefferson St. 534-4495

Subway
515 Jefferson St. 261-4949
Taco Sisters
407 Johnston St. 234-8226
Tossed
520 Jefferson St. 212-9886
Trynd Ristorante and Lounge
116 E. Vermilion St. 704-0999
Tsunami and Lounge
412 Jefferson St. 234-3474
Zeus to Go
423 Jefferson St. 289-9387

SHOPPING AND SPECIALTY

Accent Studios
805 West University Ave. 233-0186
A-Nets
100 Hamilton Place. 261-8900
Cathedral Gift Shop
515 Cathedral St. 232-1322
Children's Museum Gift Shop
201 E. Congress St. 232-8500
Discordia Culture Shop
205 1/2 Stewart St. 852-3129
Genterie Supply Company
210 E. Vermilion St. 401-3833
The Gift Shoppe at Teche Drugs
501 Jefferson St. 235-4578
Greenwood Shoes
439 Jefferson St. 235-3746
The Gypsy Market
1119 Johnston St., Ste.D 237-1447
The Kids Shoppe at Teche Drugs
505 Jefferson St. 235-4578
The Leather Pouch
436 E. Vermilion St. 235-0745
The Mardi Gras Shoppe at Teche Drugs
511 Jefferson St. 235-4578
Old Vogue Costumes
422 Jefferson St. 233-0060
Parish Ink
310 Jefferson St. 534-8614
Recycled Cycles of Acadiana
208 East Vermilion St. 235-2453
Reflections of Olde
700 W. Congress St. 593-8593
Right On Fashions
411 Jefferson St. 237-5645
Roy-Al Flowers & Gifts
401 W. University Ave. 261-0127
Tiara Jewelry
426 Jefferson St. 235-8781
WaZoo
408 Jefferson St. 593-8553

MUSEUM & CULTURAL

Acadiana Center for the Arts
101 W. Vermilion St. 233-7060
Acadiana Open Channel
101 Jefferson St. 232-4434*
Acting Unlimited
810 Jefferson St. 291-1122
Alexander Mouton House
1122 Lafayette St. 234-2208
The Ballet Academie
200 Polk St., 280-0964
Children's Museum of Acadiana
201 E. Congress St. 232-8500
Lafayette Science Museum
433 Jefferson St. 291-5544*
Lafayette Public Library
538 Jefferson St. 261-5775
Louisiana Folk Roots
101 W. Vermilion St. 234-8360
Saint John's Cathedral Museum
515 Cathedral St. 232-1322

ACCOMMODATIONS & VENUES

The Ballroom Downtown
417 Jefferson St., 501-3894
Blue Moon Guest House
215 E. Convent St. 234-2422
Buchanan Lofts
405 S. Buchanan St. 534-4922
Choo Choo Lofts
107 Lee Ave. 985-9333
Esprit de Coeur
402 Garfield St. 523-1289
The Juliet Hotel
800 Jefferson St. 261-2225

GALLERIES

Acadiana Center for the Arts
101 W. Vermilion St. 233-7060
Adrian Fulton Fine Art Gallery
302 Jefferson St. 658-3274
Architects + Artists
200 Jefferson St. 232-0000
Arts Co-Op
535 1/2 Jefferson St. 234-5492
Cajun Spice
535 Jefferson St. 232-3061
Cité des Arts
109 Vine St. 291-1122
Evangeline Galleries
1100 Lafayette St. 232-1442
Francis Pavy Gallery
210 Gordon St. 232-6682
Gallery 549
549 Jefferson St. 593-0796


Gallery R
116 E. Congress St. 769-1530
Lounge Gallery
402 S. Buchanan St. 236-5570
Sans Souci Fine Crafts Gallery
219 E. Vermilion St. 266-7999
St. Pierre's Center for the Arts
114 W. Vermilion St. 236-9111
Whoojoo Glass
532 Jefferson St. 269-9310

NIGHTLIFE

**Lunch/Dinner Served
B.e.d.
209 Jefferson St. 264-6422
The Blue Moon Saloon
215 E. Convent 234-2422
Bootlegger's
522 Jefferson St. 268-9401
City Bar Downtown
324 Jefferson St. 233-7772
The Feed and Seed
106 N. Grant St. 255-6447
Grant Street Dancehall
113 W. Grant St. 237-8513
The Green Room
229 Jefferson St. 233-4255
Jefferson Street Pub
500 Jefferson St. 232-5040
Jules
533 Jefferson St. 264-8000
Karma
314 Jefferson St. 704-2669
Legends Downtown**
413 Jefferson St. 261-9494
Marley's**
407 Jefferson St. 235-4002
Nitetown
524 Jefferson St. 593-8551
The Office
307 Jefferson St. 234-2808
The Rabbit Hole
425 Jefferson St.
Shaker's Martini Bar
222 Jefferson St. 291-2425
Trynd Lounge & Boutique Club
116 E. Vermilion St. 704-0999

Personal Services

Desert Dance Studio
205 Stewart St. 277-5634
Frederick Hair Salon
317 Jefferson St. 234-4054
Golden Dry Cleaners
1011 Jefferson St. 234-0114
Lafayette Center for Yoga
315 Jefferson St. 654-4067
Lloyd's of Lafayette
1105 Johnston St. 234-1591
Marc Isaac Salon
736 Jefferson St. 267-4555
Mr. Gloss Shoe Shine
100 E. Vermilion St.
Pete & Ronnie's Barber
1119 Johnston St. 232-2654
Refinery Downtown
403 A.S. Buchanan St. 504-4469
Rosser's Prescription Shop
600 Johnston St. 235-3523
Salon NV
200 Jefferson St. B 235-0007
Sparkles Hair Design
212 Johnston St. 234-1339
Teche Drugs and Gifts
509 Jefferson St. 235-4578
Zoom Photo Studio
205-A W. Vermilion St. 781-2036



116 E. Vermilion St.
www.tryndcafe.com



100 E. Vermilion Street,
Suite 410
337-205-8788
www.inventureworks.com



412 Jefferson Street
337.234.3474