



PHOTO BY ©KENT G. HUTSLAR

Allons au Mardi Gras - Coming Soon

Mardi Gras celebrations abound as parades and festivities fill Downtown on Mardi Gras Day. Families are invited to



gather and enjoy a full day of activities in Parc Sans Souci.

People of all ages are challenged to test their creativity and Mardi Gras spirit during the annual King's Court Costume Contest set for 9 a.m. on March 8. This family-oriented contest, welcomes individuals, couples and groups. Pre-registration is not required. Celebrity judges present special Mardi Gras medallions and plaques for best theme, most original, most comical, best family group, best adult group and best adult couple.

Musical Entertainment will start immediately following the contest on the Parc Sans Souci stage, so be prepared to celebrate Mardi Gras

with dancing and fun. Then, pick your spot at the Parc near the King's Court Reviewing Stand for a prime view of parades and Krewe festivities as City-Parish President Joey Durel presents the key to the city and toasts the reigning royalty.

The King's Court and Costume Contest is produced by Downtown Lafayette Unlimited



and sponsored by theadvertiser.com on behalf of the Greater Southwest Louisiana Mardi Gras Association.



Blake David, Linda Terry and Byron Trosclair draw the winner of Downtown's \$2,500 Holiday Gift Bag

Congratulations to Joddy Cormier of Lafayette who was picked as the lucky winner of Downtown's giveaway, a prize pack of gift cards, products and services offered by district restaurants, bars, accommodations, museums, galleries, shops and more in the district.



Buchanan Lofts - It's like staying at your coolest friend's apartment...in Brooklyn

Located above the trio of businesses that line Buchanan Street including Refinery, Americas Coffee House and Lounge Gallery, the Buchanan Lofts will bring a new dimension to Downtown. Construction on the project began last January, and developers Leah Simon and Sean and Michele Ezell are anticipating a February 2011 opening.

The eight lofts will offer upscale, extended stay accommodations, geared to the business traveler - offering a home away from home in a downtown, hipster, contemporary loft. Simon says the lofts are a twist on the traditional bed and breakfast, coining the "bed and beverage, a place to get your fun on and sleep and eat". Guests will enjoy the

vibrant Downtown atmosphere and the one-of-a-kind, cool and plush lofts. "It's like staying at your coolest friend's apartment in Brooklyn," said Simon. Each unit has 17 ft. ceilings, original wood flooring, 10 ft. high windows, and a full kitchen complete with range, stove, sink, table settings, dishwasher, etc. The furnishings for each loft are unique as each piece—more than 200 pieces—was collected over time and selected from flea markets and vintage stores. "We took photos of each piece in storage and created a story board for each loft. Designing and decorating each one has been a blast," said Simon. For more information about rental of the Buchanan Lofts or Marquis Suites, visit www.vrbo.com.



2nd Saturday
art walk
DOWNTOWN LAFAYETTE
See Art. Buy Art.

2ND SATURDAY ARTWALK 2011

FEBRUARY 12 / MARCH 12 / APRIL 9 / MAY 14
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OCTOBER 8 / NOVEMBER 12 / DECEMBER 10

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 @DwntwnLafayette.

EVENTS

For more information visit DowntownLafayette.org

SECOND SATURDAY ARTWALK
Downtown Lafayette Cultural District
January 8, 6 p.m.-8 p.m.
February 12, 6 p.m.-8 p.m.

PARC SANS SOUCI FOUNTAIN
Hours Daily from 10 a.m.-10 p.m.

HOPEFEST
Parc International
February 19, 11 a.m.-7 p.m.

KING'S COURT MARDI GRAS
Parc Sans Souci
March 8, 9 a.m.-4 p.m.
Festivities All Day
Costume Contest at 9 a.m. followed by live entertainment. Visit lafayettettravel.org for a complete listing of parade schedules and routes

LCG FAMILY FRIENDLY MARDI GRAS
Parc Putnam
March 8, 10 a.m.-4 p.m.

ACADIANA CENTER FOR THE ARTS
101 W. Vermillion St. / 233-7060
www.AcadianaCenterfortheArts.org
Southern Circuit, January 8, 8:30 p.m.,
February 12, 8:30 p.m.
The Met in HD, January 8, 12 p.m.,
February 12, 1 p.m., February 26, 12 p.m.
Brother Roscoe, February 23, 6:30 p.m.

LAFAYETTE SCIENCE MUSEUM
433 Jefferson St. / 291-5544
www.lafayettesciencemuseum.org
Star Wars: Where Science Meets
Imagination, Through January 17th

The French Press celebrated a year of success on December 31st ringing in the New Year with an anniversary dinner with eight courses. Chef and owner Justin Giraud looks forward to continuing the momentum as The French Press also takes on the cafe and concessions at the Acadiana Center for the Arts (AcA). "We love being involved in any facet down at the new theater and can't wait to be operating on a consistent, day-to-day basis, which will happen soon in the New Year," stated Giraud.

Library prepares for the big move

As library staff busily selects and boxes books for a few more weeks, they anticipate the move into the Jefferson Street Market space at 538 Jefferson Street as renovations begin at the main library off of Congress Street. Very soon, shelves will be cleared, dismantled and moved into the new space, and then, all will be re-assembled, re-shelved, this month.

"We are moving out of the 63,000 sq ft main library, and our temporary

2011 Downtown Boards Welcome a New Year

DDA Chairman, Blake David, anticipates a new year of projects in progress coming to fruition. "In 2011, we look forward to many exciting developments downtown including a spectacular entertainment lineup at the newly opened ACA Theatre, beautiful improvements with the Streetscape project, and the opening of the Rosa



DDA: Burt Ortego, George Favaloro, Blake David (Chairman), Bryant Poche (Secretary-Treasurer). Not Pictured: E.J. Krampe III, Janet Morein Wood, Pat Trahan

Parks Transportation Center. In addition, we will continue to work in partnership with other organizations to foster new development that furthers our overall mission downtown inclusive of projects supporting residential growth," said David.

The Downtown Development Authority and Downtown Lafayette Unlimited are pleased to announce their respective Boards of Directors for 2011. The two groups work together with one another and in conjunction with the governmental, non-profit and private sectors to advance the economic, cultural



DLU: Top Row: Mary Guidry, Richard Kennedy III, Byron Troclair (President), Michele Ezell, Allen Bacque. Middle Row: Miles Matt, Gerald Breaux, Ben Berthelot, C.B. Talley. Front Row: Gerd Wuestemann, Linda Terry, Greg Walls, Pat Logan, Jaci Russo, Amanda Toups. Not Pictured: Joey Babineaux, Bradley Black, Emily D'Aquin, Sona Dombourian, Cheryl McManus, Rachel Nederveld, Tom Sammons, Mike Skinner

and physical development of Downtown -- both preserving and enhancing its important role as Lafayette's city center.

Briefs

In 2011, **Chase Tower** welcomes new tenants **David Patrick Keating Attorney at Law, St. Gabriel Downs and the 15th District Judicial Public Defender Offices**. In late 2010, **Service Master Catastrophe** moved into Chase Tower. The business based in Kansas City, specializes in large commercial disaster restoration and does work across the country.

Place de Lafayette LLC is pleased to announce the recent purchase of the Bourgeois properties located at 604 S. Buchanan Street and 600 S. Buchanan Street. These key properties provide another opportunity to place their "Renewal" imprint on Downtown Lafayette.

"We own several buildings Downtown now, along with strategically located real estate in Downtown Lafayette, and we plan to continue to expand our "Renewal" investments," said Jimmy Poche.

Red Door Framing at 121 Clinton Street opened its doors last November. Owners Anna and Lee Ward offer the highest quality frames and have teamed up with neighbors Robby Bishop and Zoom Photography providing a one stop shop for professional photos and framing. Find them on Facebook or call 337-303-8725 for more information.

Red Ball Technology is now open on Vermilion Street between Buchanan and Lafayette streets. The company has been in Lafayette for two years and specializes in IT outsourcing, computer networking, software development, web design and internet marketing. For more information about their services, visit www.redballtechnology.com or call 888-204-6004.

Coming soon...Trynd Café
The second phase of Trynd is looking forward to a mid-January "soft opening", bringing fine Southern and Northern Italian cuisine to the district.


The downstairs restaurant includes traditional and fusion Italian fare with wines exclusive to Trynd. The center of the restaurant features the Italian Market Bar where patrons can expect fresh seafood made to order and catch a glimpse of the chefs in action while peeking through the custom made bar accented with mother of pearl throughout. The White Room, private dining area, and the chefs table are available for larger parties. There is also an addition including a dining room on the first floor and an above balcony and cigar bar. For more details about the restaurant, visit www.tryndcafe.com.

The Building at 1005 Jefferson Street is being renovated by owner Jeff Reddoch and siblings. This long awaited reconstruction will take place this year, and the building will be available for commercial use. More details to come soon.



PAMPLONA
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AND RESTAURANT

631 Jefferson St.
337.232.0070
www.pamplonatapas.com



Andolis
SANDWICH PRESS

600 Jefferson St.
337.266.2325

2010 IN REVIEW

New Business

A Spot for Tea
 LA 211 (232 Help)
 Doran Law Firm
 Gaubert & Smith
 Legal Reporting
 Superior Construction
 Westco Energy Services
 Central Control
 Omni Artiste Productions
 Creative Financial Solutions, Metlife
 Jermaine Williams Law Offices
 Refinery
 Esprit de Coeur
 Leading Health Care of Louisiana's St. Pierre's Center for the Arts
 Americas Coffee House
 B.E.D.
 Trynd Bar
 Marquis Suites
 Service Master Catastrophe
 Mr. Gloss
 Red Door Framing
 Lewis Brisbois, Bisgaard & Smith LLP
 Abell & Crozier Architects

Restaurant Transitions:

Athena's Greek & Lebanese Restaurant
 Rivals Sports Grill
 Collage Café (pending)
 Bonnie Bell's Bistro (pending)

Commercial Building Renovations:

Abell & Crozier Architects
 Buchanan Street Lofts
 Taco Sister Expansion
 Trynd Café

Key Cultural Facilities and Public Improvements:

Acadiana Center for the Arts (open)
 Rosa Parks Transportation Center (under construction)
 Main Library Renovation (2011 bid & construction)
 Additional phase of Streetscape on Jefferson St. and Lafayette St. (under construction)

Downtown Outlook for 2011

Downtown is well positioned going forward into the New Year. On the heels of 2010, the district is well positioned going forward. Office tower occupancy closed at approximately 92% with four of eight towers at or near 100%. 25 new and transitioning businesses added to the mix of professional and personal services including restaurants and nightlife venues, a coffee shop, gallery, barber spa, catering venue, creative services and more.

Small building renovations by new and existing owners adapted older spaces for incoming commercial and retail-oriented businesses. On Buchanan Street, a trio of businesses: Americas Coffee House, Lounge and Refinery brought the area to life in addition to the Marquis Suites opening on the 2nd floor of the building. The same developers will open their most recent endeavor, The Buchanan Lofts, in February. Abel and Crozier Architects moved into their recently renovated space on Main Street, combining a contemporary look with the buildings 1950's style.

Bolstered with the recent state designation, Downtown Lafayette Cultural District, the arts and cultural attractions are expanding with new galleries, venues and events. This designation creates a draw to the cultural district with state sales tax exemptions on original works of art and historic preservation tax credits. The strength and diversity of the arts district has been heightened with the anchor of the recently completed Acadiana Center for the Arts (AcA).

Over the year, nearly one million attendees enjoyed live music, festivals, special events and cultural programs. This number will increase in 2011 with the addition of the new theater's programs and events. Events new to Downtown in 2010 are the Juneteenth Celebration, La Vuelta Acadiana, and Fall Fest to name a few.

Ahead in 2011

2011 will be a year of continued

growth and transition, opportunity and challenge for Downtown. Updating downtown's master plan in conjunction with Lafayette's Comprehensive Plan initiative will be most significant in 2011. The process will link prior investment and change, to establishing a future vision, and the strategic development strategies and plans needed to guide and stimulate continued growth and development to serve Lafayette's needs and aspirations.

Building adaptations underway for small-scale residential and commercial use are expected to continue as is owner interest in tapping development potential above parking lots and in small lots. Among the infill projects currently underway, planned and pending include residential infill on Buchanan Street, Jackson Street and St. John Street. With enhanced theatre capabilities, the AcA will foster collaborations with other cultural district facilities, creating new synergy between arts, community and commerce.

Restaurant and entertainment will evolve and transition as entrepreneurs explore market niches in both new and existing venues and locations.

In 2011, a number of capital improvements and facilities are either slated for completion or will get underway. The next phase of the streetscape project will be completed, extending street and sidewalk improvements along Jefferson from Lee to Johnston and a Lafayette Street segment. Also, the renovation of the Lafayette Public Library will begin this year. The \$10 million reconstruction of the 63,000-square-foot building includes demolition and rebuilding of interiors, facade and entrance, new and expanded sections and more.

The Rosa Parks Multimodal Transportation Center is nearing completion with the construction of new building space accommodating: the Traffic and Transportation Department and its technology functions related to

coordinating traffic signals and roadway mobility issues, the revamped Post Office, and the Acadiana Open Channel. The old building will be demolished to provide for parking and public access to the facility with links to the first phase, which houses city transit services and Amtrak in the restored depot.

With many items on the Downtown promotional agenda, marketing efforts will continue in the New Year building on the "I Am Downtown" brand developed, which showcases those who make the district a vibrant and eclectic place to be. Enhancing established events and festivals and increasing quality, parc activity remains in the forefront to maintain the bustling environment of the district.

Cultivating new infill, mixed use development inclusive of residential components, will continue to be at the forefront of downtown objectives in 2011 and beyond. As we move forward into the New Year, Downtown Development Authority and Downtown Lafayette Unlimited will continue to work in partnership with LCG, LEDA, LCVG and other organizations and private stakeholders to foster business, real estate, cultural, tourism and residential opportunities in Downtown.

Commercial & Residential PROPERTY FINDER • SEARCH NOW

WWW.DOWNTOWNLAFAYETTE.ORG



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

Downtown Lafayette Cultural District

All original works of art for sale are exempt from state sales tax and historic preservation tax credits are available in the cultural district. For more information call 337-291-5566.




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



Where Lafayette Happens!
Address Correction Requested

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

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US Postage
PAID
Permit #326
Lafayette, LA
70501

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Broussard & David Attorney at Law
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Gina Aswell, Marketing & Communications Manager
Laura Hebert, 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
A Spot for Tea
100 East Vermilion, Ste. 130 251-3214
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
Artnosphere/Berry's Bistro*
902 Johnston St. 233-3331
Athena's Greek and Lebanese
431 Jefferson St. 234-8955
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 Burgers
427 Jefferson St. 237-0897
French Press, The
214 East Vermilion St. 233-9449
Guamas*
302 Jefferson St. 267-4242
Johnson's Boucaniere
1111 Saint John St. 269-8878
Keller's Bakery
1012 Jefferson St. 235-1568
Langlinais Food Store
816 W. Congress St. 235-428
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 St. Landry St. 233-3335
Rivals Sports Grill
1020 Jefferson St. 534-4495
Subway
515 Jefferson St. 261-4949
Taco Sisters
407 Johnston St. 234-8226
Trynd
116 E. Vermilion St.
Tsunami
412 Jefferson St. 234-3474

SHOPPING AND SPECIALTY

712 Designs
712 Congress St. 233-2034
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
Greenwood Shoes
439 Jefferson St. 235-3746
Leather Pouch, The
436 E. Vermilion St. 235-0745
Old Vogue Costumes
422 Jefferson St. 233-0060
Philippe's Wine Cellar
210 E. Vermilion St. 234-5890
Recycled Cycles of Acadiana
208 East Vermilion St. 235-2453
Red Door Framing
121 Clinton St. 303-8725
Reflections of Olde
700 W. Congress St. 593-8593
Right On Fashions
411 Jefferson St. 237-5645
Rosser's Prescription Shop
600 Johnston St. 235-3523
Teche Drugs and Gifts
501-511 Jefferson St. 235-4578
Tiara Jewelry
426 Jefferson St. 235-8781
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 House)
1122 Lafayette St. 234-2208
Lafayette Science Museum
433 Jefferson St. 291-5581
Lafayette Public Library
301 W. Congress St. 261-5775
Louisiana Folk Roots
101 W. Vermilion St. 234-8360
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
Carriage House
1011 Lee Ave. 235-2924
Marquis Suites
405 S. Buchanan St. 310-600-5324


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
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
Galerie Eclairouse
535 1/2 Jefferson St. 234-5492
Gallery 549
549 Jefferson St. 593-0796
Gallery R
116 E. Congress St. 769-1530

Lounge Gallery
402 S. Buchanan St. 236-5570
Pottery Alley
205 1/2 W. Vermilion St. 349-9881
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
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
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
Lounge
410 Jefferson St. 236-5570
Marley's**
407 Jefferson St. 235-4002
Nitetown
524 Jefferson St. 593-8551
Office, The
307 Jefferson St. 234-2808
Rabbit Hole, The Coming Soon
425 Jefferson St.
Shaker's Martini Bar
222 Jefferson St. 291-2425
Trynd Lounge & Boutique Club
116 E. Vermilion St.



116 E. Vermilion St.
www.tryndcafe.com



200 East Vermilion Street
337.289.0000
www.AgaveLafayette.com



412 Jefferson Street
337.234.3474
www.ServingSushi.com



229 Jefferson St.
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greenroomdowntown.com