



*Leading Economic Development
in the Baton Rouge Area*

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Brookings Says Baton Rouge Area has Highest Job Productivity Growth in Nation *Report shows increase more than twice the national average*

BATON ROUGE, La. (July 24, 2008) – A recently released report from the Brookings Institution says that the Baton Rouge area has the highest job productivity growth rate of any of the 100 largest metro areas in the nation. The report, entitled *MetroPolicy: Shaping a New Federal Partnership for a Metropolitan Nation*, states that from 2001-2005 the Capital Region's annualized percent change in gross domestic product (GDP) per job growth was 5.08%. This was more than twice the national average of 2.26%. Following the Baton Rouge area in the ranking were San Jose, CA and Sarasota, FL.

"This is a tremendous measure of Baton Rouge's economic growth," said Mayor-President Kip Holden. "As we work together to diversify our economy and focus on attracting high-tech, digital media, and other quality jobs, the national rankings reflect our accomplishments, which in turn attracts even more growth. It's a cycle of success we're going to see even more of."

The *MetroPolicy* report was created as part of Brookings' *The Blueprint for American Prosperity*, which is an initiative designed to promote a national economic policy agenda based on research and analysis. It states that the three key dimensions of prosperity for metro areas are productivity growth, inclusivity growth, and sustainability growth. Productivity growth includes such measures as advancing innovation, generating quality jobs, and raising incomes. Inclusivity and sustainability growth are indicated by the expansion of economic and educational opportunities and a sensitivity to environmental and energy issues, respectively.

"This is yet another indication that the Baton Rouge area is working effectively to maintain a robust and dynamic economy," said Adam Knapp, BRAC's President and CEO. "As we continue to engage in the product development issues that reinforce our business development efforts, positive indicators, such as this, will continue as well."

The report denoted that the Capital Region also scored well in the GDP per capita growth category. The Baton Rouge area was listed as one of the top three metro areas, along with Oxnard, CA and Palm Bay, FL.

About the Baton Rouge Area Chamber

BRAC leads economic development in the nine-parish Baton Rouge metropolitan area. Serving as the voice of the business community, BRAC's membership includes more than 1,500 organizations whose employees represent over a third of the Capital Region workforce.

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