

Better in BTR is managed by the Greater Baton Rouge Economic Partnership.
Interested in collaborating? Contact us at info@betterinbtr.com.



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GREATER
BATON ROUGE
ECONOMIC
PARTNERSHIP



BETTER IN BATON ROUGE

btr



SHOW YOUR **BTR PRIDE ALL YEAR LONG**

We loved seeing you celebrate 225 Day and show pride in Louisiana's Capital Region.

Better in BTR is a regional movement that highlights the people, places, and opportunities that make life here meaningful. It celebrates how we live, work, connect, explore, and learn across the Capital Region while helping more people see a future for themselves here.

Through storytelling and community partnerships, Better in BTR brings together young professionals, families, creatives, and leaders who believe this is a place where you can build a life and belong.

Join us in keeping that spirit going all year long.

Learn more: BetterInBTR.com

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