Budget

CONTINUED FROM 1A

If the sales tax increases or the Stoafer suit is finally settled in 1987, the city-parish would have money to implement a new pay plan for police officers. The plan was agreed upon in the courts, so the city-parish is not counting on the revenue for 1987 as did the East Baton Rouge School Board, Screen said.

The budget does anticipate paying $172,800 in 1987 and $245,600 in 1987 to replace the portion of police supplemental pay cut back by the state this year.

No across-the-board increases are included for city-parish employees, but the new budget does anticipate merit and longevity raises, which will guarantee about two-thirds of the city-parish employees a pay raise during the year of 1987.

No cost-of-living raises are included in the budget.

The mayor said the budget eliminates 219 to 329 new vacant positions, and Screen would be opposed to filling those vacancies if the economy rebounds.

"I am against any re-expansion of government if the sales taxes increase," the mayor said. "We're prepared to operate with whatever hand the economy deals us."

Screen said the biggest unmet need for the parish that cannot be accomplished through the normal operating budget is the sewer system improvements ordered by the Environmental Protection Agency.

If a planned sewer bond issue falls in April, the city-parish is pledged to bondholders to hire the sewer service.

Screen said other capital improvements might also be included on the ballot in April "if there is a consensus in the community on streets, drainage, additional police and fire stations, etc."

The latest five-year capital outlay plan prepared by the city-parish planning staff outlines about $31.9 million in such improvements.

Planning Director Bob Delesse said the projects in the planning staff's five-year plan might have been ongoing for two years. To prepare East Baton Rouge Parish for the future, the budget would cost considerably more, Delesse said.

Screen had contemplated formulating a major bond issue based on the findings of the recent visit to the area of an American Institute of Architects Regional/Urban Design Assistance Team.

Screen has stated several times that a major bond issue would have a better chance of passage if it perceived the product of community consensus rather than the brainchild of any particular public agency or interest group.

In addition to the $3.7 million surplus from 1986, the proposed budget anticipates $93.4 million in sales and use taxes, $13.4 million from gross receipts business tax, $11.8 in general property tax, $25.2 million in interest and penalties on taxes, and $26.8 million in other revenues including raises in fees for city-parish services.

The budget also includes income of $3,469,726 as the employees' share toward health and dental insurance while anticipating spending $9,946,090 for employee health and dental insurance.

The Metro Council several months ago hiked the amount of the employees' insurance premiums and lessened the hospitalization benefits, but Screen said he foresaw no further adjustment in the amount employees pay toward their benefit package.

Although it won't help the 1987 budget, Screen is already preparing for 1988—hoping for a surplus at the end of next year, and anticipating an increase in occupational license taxes.

STREET LIGHTING SERVICES ARE BUDGETED AT $36,191; $3,948,726 FOR THE DISTRICT ATTORNEY; $13,300 FOR THE SHERIFF'S OFFICE FOR HOUSING, FEEDING, AND TRANSPORTING PRISONERS AND JURORS AND PAYING BALSFF FOR THE COURT.

Helping to balance the 1987 budget were several reductions in demands on the general fund, including $2.8 million for the parish library for which taxpayers recently voted a separate tax, $22,280 by payoff of 1966 and 1970 sewer treatment bonds, and $328,770 transfer to the parking garage fund by payoff of temporary parking bonds issued in 1979.

Besides the $9.9 million for employee health and dental insurance, the budget anticipates other insurance program costs of $1,291,770. Contributions to the retirement system for city-parish employees will require $71 million.

Screen presents 1987 budget plan

By Jim McDonnell

Advocate staff writers

Mayor Pat Screen presented the Metro Council with a proposed 1987 budget Wednesday that provides increases for police and fire service, raises for some city-parish employees and money to cover reductions in state supplemental pay for police officers.

Despite dwindling sales-tax collections and drastic cuts in federal and state revenue, Screen's proposed budget is a balanced one and would require no layoffs, although some vacant positions will be abolished.

Part of the balancing is done with a $2.7 million projected year-end surplus. Much of the surplus is the result of a facade roll-forwards by the council and approval of a library tax by the public that freed for other uses general revenue previously used for the library system.

Also included in the proposed budget is a schedule of service charge increases that, if enacted by the council in its adoption of the budget, will bring in about 92 million in additional recurring revenue.

Even with the surplus and the new revenue that would be generated by the service charge increases, the proposed budget for 1987 is $1,005,169 higher than the budget for 1986 of $120,585.

Projected sales-tax revenues are based on an assumption that next year's collections will come in 2 percent below amount of the 1987 budget. The money includes funds for a new police academy in 1987.

The fire department is budgeted at $14.8 million, plus $2,280 for payoff of 1966 and 1970 sewer treatment bonds, and $328,770 transfer to the parking garage fund by payoff of temporary parking bonds issued in 1979.

Besides the $9.9 million for employee health and dental insurance, the budget anticipates other insurance program costs of $1,291,770. Contributions to the retirement system for city-parish employees will require $71 million.
Budget ax may hit DPW funds

By JIM McDONNELL
Advocate staff writer

The Metro Council's public information office and some services provided by the Department of Public Works may be axed to release funds for other purposes if some council members have their way.

The Police, Fire and Public Works departments, which together make up about half the general fund budget, were the subjects of Thursday night's budget hearing before the council's Finance and Executive Committee. Altogether, the three departments will have to do without $11.6 million of the capital outlay funding they requested if the budget is adopted in its current form.

Councilman Ben Peabody said he would favor abolishing the council's public information office as a first step toward funding unmet police, fire and public works needs. Peabody said he considered the office, which is expected to cost $120,880 in 1987, unnecessary.

"I don't need somebody to put my foot in my mouth any more than I do,"

SEE HEARING, 9B
Peabody quipped.

Councilman Tom Ed McHugh said the state should resume taking care of the interstate highway system and the city-parish should cease its grass-cutting and litter details for those areas. The state Department of Transportation and Development used to take care of such chores along the interstates but had to cut back because of its own budget crunch. The city-parish picked up the slack, something McHugh insisted should not have been done.

Bill Scheffy of the Greater Baton Rouge Chamber of Commerce said the council might want to take the money tied up in trash collection and use it for something else. While there is no money in the budget for trash collection, DPW has been sending out special trash crews this year and may do the same next year. Public Works Director Bill Howe estimated at one point that continuing regular trash pickup could cost the city-parish as much as $500,000 a year.

Trash collection has been a sore spot with some council members ever since the garbage and trash divisions of DPW were shut down and the services contracted out to Browning-Ferris Industries.

The BFI contract provides for collection of trash only if it is either cut and bundled or containerized. It also provides for collection of “bulky items” such as washing machines and refrigerators. But Councilwoman Pearl George complained that she knew of cases where BFI had driven by washers and couches left out with the garbage, and she and Peabody said they would prefer to see the city-parish continue collecting loose heavy trash. George said the Chamber might speak for some segments of the community but was not qualified to speak for hers. She suggested the chamber get more involved in places like Eden Park.

The police department’s $19.4 million proposed budget is $4.2 million shy of the amount requested by Chief Wayne Rogilio. About $3 million of the difference is the lack of any funds for capital outlay.

Rogilio said that the manpower and equipment situation has improved enormously since he first took over as chief last year. However, he added, there are still plenty of worn out vehicles that need replacing, and the department’s communications system is in need of improvement. There are not enough portable radios to go around, and the overall system needs upgrading so that officers at the outer edges of the city can stay in radio communication with headquarters.

The fire department’s proposed budget of $14.5 million is $3.5 million less than Fire Chief Marvin Castello requested. Again, most of the difference is accounted for by the denial of capital outlay funding. Castello said he also is in need of new vehicles and that many of his firefighters are living in buildings that are falling apart. Castello said much of the building improvement work could be done by the firefighters if the city would provide the material. But before they can do any interior painting the city would have to fix the roof leaks, Castello said.

Councilwoman Pearl George agreed that the firehouses she had visited were in “pathetic” condition.

“Please don’t condemn anything else in District 7 ‘til you condemn the fire station,” George said.

DPW’s proposed $24 million budget falls $6.2 million short of what Howe requested. About $5.4 million of the difference is in the lack of any capital outlay funding. Howe said DPW has a lot of equipment that is so old it would probably be cheaper to buy new equipment than keep repairing the old.

Chief Administrative Officer Bobby Gaston said he was asking each department head to submit a three- to five-year departmental capital outlay plan as well as a schedule of operations and maintenance needs over the same period so that the administration can develop a long-range plan for funding what needs to be funded.

McHugh said he was glad to see that taking place and he commended the administration — and Gaston in particular — for involving the council in the budget process from the outset this year, thus avoiding much of the confusion that characterized last year’s budget hearing process.
BR's business future bright, firm reps say

By MUKUL VERMA
Advocate correspondent

A theory and conclusion from marketing director Mike Bethea of Biltec Data Systems of Baton Rouge: "The turnout this year has been lower than in previous years," Bethea said.

Bethea said lower turnout suggests business conditions are picking up. "People don't have time to come out and browse."

And so it went during the Louisiana Business Expo at the Centrepolex Exhibition Hall Wednesday and Thursday which featured 143 companies and their wares.

Thursday afternoon as the event began winding down, Bethea and other company representatives said future is bright for Baton Rouge business.

"We're doing fine," Bethea said. "I am the only person who could come out because we've (Biltec) been so busy."

Biltec, which designs computer software and sells hardware, started three years ago with two employees and has grown to ten.

"We are doing twice the business as last year at this time," Bethea said. "The reason we have survived is that when times are difficult, companies are not interested in going to the IBMs, instead they come to smaller who have a good product at a good price."

Danny Brooks, owner of Plantasia, an "interior landscaping" firm, uses a firmer measure than Bethea's theory for his enthusiasm.

Brooks said that Plantasia had its worst years in 1986-87, but business is improving.

"Old clients are coming back," Brooks said. "Plant service is usually the first thing cut when businesses aren't doing well. So when old clients come back that means they are doing well."

Plantasia, which opened in 1979, serves 226 clients between Baton Rouge and New Orleans. Annually, "we had a 30 percent growth until 1986," Brooks said. "We grew only five percent in 1986-87. Last year, we were up 25 percent and we are doing that again this year."

Lamar Advertising is also reporting a jump in its gross revenues, said vice-president and general manager Dwight Singer.

"We are ahead of last year," Singer said. "Our gross sales for this year have been up about four percent."

Singer attributes the rise to a jump in local business, with existing customers buying more billboard space and new businesses such as computer stores and video rental outlets accounting for the rest.

"We are trying to get 80 percent of our business as local," Singer said. "Then the national business would be lagniappe."

"We feel very optimistic. We are doing more business this year. We think the trend should continue next year and we should exceed the business we've done this year."

Lamar's Peggy McAndrew said that sales have been very good and that "gloom and doom" predictions are fading away.

Acadian Movers Inc. has experienced an increase in volume of about 100 percent this year, according to operations manager Russell Jackson. But Acadian hasn't moved anybody out of the area in the past three months.

Jackson said he also has noticed movement into new offices and homes.

Steve Sandahl of Postlethwaite & Netterville, certified public accountants, said he believes that the economy has stabilized.

"A lot of people are reorganizing themselves to compete better," Sandahl said. "A lot of people made the hard choice and left Louisiana."

Sandahl is advising his clients not only to look at the economies within their market, but also to expand their market.

Branch Manager Berry Thomas of Gulf Coast Office Products is willing to invest in Gulf Coast's forecasts of Louisiana's economy.

"We are putting a quarter of a million dollars in a new building," Thomas said. "We are going to stay around for a while."

Remi Delouche and Ted Mostert of American Mailing and Shipping have a different reason for staying in town.

"We've been here all our life," Mostert said. "We don't want to leave."

Besides an allegiance to Louisiana, Mostert said American Mailing is cracking the "Pitney Bowes postage meter monopoly" with a new Alcatel Friden postage meter.

The result for American Mailing is growth in business by "leaps and bounds," Mostert said.

The Business Expo opened Wednesday with an economic forecast presented by LSU professors Loren Scott and Jim Richardson. The forecast was based on an econometric model developed by the LSU and Southeastern Colleges of Business.

For Baton Rouge, the model forecast a 3.74 percent growth in total jobs for 1990-91, the largest growth rate among major cities in Louisiana.

An econometric model simulates economic activity based on a mathematical economic model.

According to the model, the state overall should gain 33,600 new jobs in 1990 and 1991, a 2.21 percent increase from 1989.
Against a historic moss-draped setting, Baton Rouge provides the symbol of the modern state that is growing from the deep roots of old Louisiana. Romantic history, a personal culture, dynamic politics, the vigorous industry of the New South and a tolerant, fun-loving people give Baton Rouge a distinct personality.

Here, in the quiet charm of the Deep South, is relaxation. For here life is still a subtle blend of the new and the old. In this country of picturesque lakes and streams, food is famous the world over; entertainment ranges from exciting rodeos to colorful operas; the hunter and angler are in their Utopia—here is pleasure.

And always that gracious Southern hospitality.

- The Cottage, lovely ante bellum home just below Baton Rouge on the east bank of the Mississippi, is one of those gracious white-columned mansions of the type that eloquently portrays the Old South. It is open to visitors.
BATON ROUGE...

Broad magnolias...picturesque lakes...winding tree-topped drives...stately antebellum homes...imposing governmental buildings.

That's Baton Rouge. Here you find natural and man-made beauty throughout—from the studied symmetry of the State Capitol building and grounds to the serene grandeur of the lakes and bayous.

Within the city two enchanting playgrounds solve the problem of leisure entertainment and rest; beautiful City Park with its wide rolling hills, well equipped clubhouse and golf links...delightful Victory Park, in the heart of the downtown area, favorite of the children.

Famous old colonial mansions, characterized by their wide galleries, high columns and spacious interiors, dot the city—a reminder of the fabulous days of the Old South.

You will find further blending of the old and new in the city's traffic system. Broad, modern boulevards with parklike centers present contrast with the quaint one-way streets of the old city section.

In a suburb to the south, lying a mile back from the turbulent Mississippi, stands the spacious main campus of Louisiana State University with its formal landscaping. Based on the warm domestic style of northern Italy, its architecture helps to make it one of the recognized beauty spots of the South.

Of special interest to the visitor at the University are the Music and Dramatics Arts Departments. Under the leadership of Willem Van de Wall, director of the Music School, Pasquale Amato, famous Metropolitan baritone and Louis Hasselmann, equally famous leader of the Metropolitan and Chicago Civic Orchestras, this institution is rapidly becoming famous in this section of the South for the operas and other musical attractions produced each year by the School of Music.

By short drives one can visit the most historic and romantic spots of the deep South. Beautiful antebellum homes, built long before the Civil War, still outstanding in beauty and grandeur and recalling the history of this historic section are all within easy reach of Baton Rouge.

The Teche Country, made famous by Longfellow's "Evangeline," is only an hour and a half ride from Baton Rouge. There is St. Martinville the home of Evangeline and New Iberia where the great moving picture "The White Sister" was filmed. There one will still find the descendants of the Acadians and there the French language is almost entirely spoken. This provides a trip long to be remembered.

Directly across the Mississippi River from Baton Rouge will be found the great sugar plantations, known as the "Sugar Bowl of America," where one may see the sugar refineries in operation and the conversion of sugar cane into granulated sugar.

Also one may see the great flood projects installed by the Federal Government, including its vast levee system and spillways which control the waters of the Mississippi River drained from thirty-one states of the Union.
City of GOVERNMENT

Reaching high above the city proper is Louisiana's famous skyscraper Capitol building, the symbol of one of Baton Rouge's greatest interests—government.

Throughout the city massive buildings, perfect in architecture, house the varying phases of United States government. City, parish (county), State and Federal departments, all are represented here.

Not only does the city draw men of government from over the State; it makes them also. From the University's big Law School come annually alert young men to join the forces of government centered in the city.

HISTORY

The Parish of East Baton Rouge was created in 1811; and the town of Baton Rouge was incorporated in 1817. The state seat of Government was moved to Baton Rouge in 1846.

Nine flags have flown over Baton Rouge as the emblem of the ruling power in charge of its destinies: the Fleur-de-lis of France, the Flag of England, the Spanish Flag, the Flag of the Florida Republic, the Tri-Color of France (second French domination), Stars and Stripes of the United States of America, Sovereign State of Louisiana, the Confederate States of America and today the Stars and Stripes of the United States.
City of Learning

An attraction second only to the city's governmental buildings is the spacious main campus of the Louisiana State University, largest educational institution in the State and the 14th largest in the nation.

Significantly it stands at the crossroads of America where the forces of North, South and Central America meet and blend; tinged with the Spanish and French influences, yet invigorated and enriched by the flavor of a modern world.

Situated two miles south of the downtown area, it is a community in itself. A "population" of approximately 11,000 students, faculty and staff members is served by its own post office, telephone system, hospital, theaters, stores, barber and beauty shops, restaurants and other conveniences.

The heart of the campus is built around two quadrangles and includes religious centers, a Y. M. C. A., a modern creamery, a large sugar factory, a stadium with a seating capacity of 45,000, an open-air theater seating 3,300, a cafeteria and dining hall providing accommodations for 1,600 students and dormitory space for nearly 4,000 persons.

Within the city proper high schools and grammar schools with modern up-to-date buildings provide the children of Baton Rouge with an education from grades to a University degree.
Sports and ENTERTAINMENT

Entertainment comes as second nature to Baton Rouge. A city permeated with the collegiate atmosphere and blessed by nature with mild, pleasant weather, Baton Rouge is rich in both spectator and participant sports. The streams and lakes surrounding the city make fishing excellent. Nearby woods and fields are abundant with game, including quail, duck and even deer.

For the spectator, Louisiana State University offers rugged Southeastern Conference football highs—during recent years it has played an average of seven games a season in its big home stadium seating 45,000—action-filled baseball and basketball games, championship boxing, track and tennis tournaments.

During the summer months softball games are a nightly feature in the city stadium. In the spring, fans may see Nashville’s professional baseball team play at the University baseball stadium, where it gets its pre-season training.

Horse shows and rodeos in L.S.U.’s huge Agricultural Center, largest coliseum owned by any college in the country, annually attract crowds. Excellent stables and riding academies are at the equestrian’s service.

Three golf courses and numerous tennis courts and swimming pools throughout the city present additional opportunities for participating in the fun.
SERVICES

Baton Rouge relies on an efficient system to accommodate its 70,000 residents and visitors. Two daily newspapers, morning, evening and Sunday; a 5,000 watt broadcasting station which is an outlet for the National Broadcasting System and two modern hospitals serve the city proper. Protestant, Catholic, and Jewish churches are to be found in the downtown area and throughout the suburbs. Two national banks and one state bank with combined resources of more than $10,000,000.00 and deposits of $28,293,057.54, handle the city's financial transactions. And, important to the shopper is the convenience of the downtown business section. Concentrated within a few blocks, modern stores offer all the commodities for the individual purchaser.
City of

The NEW SOUTH

Industrial

Baton Rouge

A great deal has been said about the coming industrialization of the South. In Baton Rouge, industrialization has come and is still coming. North of the downtown district more than a half dozen big industries take up vast areas along the Mississippi—Standard Oil Company, the du Pont de Nemours, Ethyl Gasoline Corporation, the Solvay Process Company, the Consolidated Chemical Company, the Mengel Company, Gulf States Utilities and their subsidiary plants. The Standard Oil Company of Louisiana operates one of the largest refineries in the world in Baton Rouge manufacturing a complete line of petroleum products. This company has now under construction a three million dollar plant for the manufacture of synthetic rubber, the first of its kind in the South. An unlimited supply of salt and limestone is partly responsible for another of Baton Rouge’s major industries, the Solvay Process Company manufacturing soda ash, caustic soda and chlorine.

The Ethyl Gasoline Corporation plant operated, in part, by the E. I. du Pont de Nemours Company, provides anti-knock compounds for use in improving gasoline. The Consolidated Chemical Company manufactures sulphuric acid, all helping to make Baton Rouge a center for the production of basic industrial chemicals.

The C. C. Mengel Company makes wood and veneer products. The American Blufins Company, adjacent to the city docks, turns out asphalt products. Natural gas is brought to Baton Rouge by the Interstate Gas Company and is distributed by the Gulf States Utilities Company.

Other industries in Baton Rouge include paper and door works, corrugated culvert company, concrete tile manufacturing company, mattress factories, foundries and machine shops, marble works, cotton and moss ginning, butane gas plant, fertilizer plant, lead ore refining plant and other smaller industries.
TRANSPORTATION

Baton Rouge is serviced by all the established traffic systems in the world—highway, rail, waterway and airline.

Seven hard-surfaced highways branch out from Baton Rouge like spokes in a wheel. Over the new $10,000,000.00 Mississippi River Bridge strings of cars go daily. Important railroads handle other travelers—the Yazoo & Mississippi Valley, part of the Illinois Central System; the Louisiana & Arkansas, Kansas City Southern and the Gulf Coast Lines of the Missouri Pacific. Two bus lines have terminals here—Greyhound and Interurban-Bordelon, a Trainways unit.

One of the three world ports of the State, Baton Rouge handles an estimated $1,000,000.00 tonnage yearly. Huge municipal docks are equipped to handle freight from river barges, steamboats and ocean vessels.

Construction of a new $1,400,000.00 airport is now underway. Situated north of the city, it will have four runways, an administration building of monolithic concrete and two hangars. Located on an 890 acre tract of land, this airport will be equipped to take care of the largest ships.
DIVER BATON

Upper left—Louisiana Creamery, Inc.
Center left—William Wall Bakery.
Lower left—Anderson-Dunham Construction Company.
Below—The downtown shopping district.

SIFIED ROUGE

Above—Oil wells, like these, dot the horizon around Baton Rouge.

WHAT YOU SHOULD SEE:
New State Capitol constructed at a cost of five million dollars.
Old State Capital, built in 1847.
Pentagon building and old arsenal.
Anti-ballistics homes.
Port Hudson.
Baton Rouge Airport.
Louisiana State University.
National Cemetery.
Baton Rouge Oil Fields.
Site of Home of General Zachary Taylor.
Old Grace Church at St. Francisville.
City park zoo.

Left—Fidelity Bank and Trust Company.
Lower left—Roamal Building.
Lower center—City National Bank.
Below—Louisiana National Bank.
Those Louisiana Hayrides

Famed by tradition and song, those romantic Louisiana hayrides are still popular in the Baton Rouge area. All the ingredients are here: a beautiful mellow moon and star-filled sky, new-mown hay to give the strangely sweet scent of nature, and the soothing strains of banjo strumming.

SCENIC BEAUTY

Baton Rouge and its suburbs are a mecca for lovers of scenic beauty. Serene lakes and bayous and moss-framed plantation settings, like the ones pictured here, are just a few of the reasons why Baton Rouge is known as one of the beauty spots of the South.
Make Baton Rouge Your Base Of Operations
For Exploring Romantic Louisiana and the Deep South

For Information, Write
Chamber Of Commerce
BATON ROUGE, LOUISIANA
THE CAPITOL

The 33-story Capitol, erected in 1931 at a cost of more than five million dollars, houses the two legislative bodies, state departments, a complete museum and an underground restaurant. Daily it attracts hundreds of visitors to view its ornate lobby: colorful murals and frescoes, inspiring metal work; its resplendent senate and house chambers, where legislators register their lawmaking votes by pressing buttons.

The "Little Capitol," adjacent state office building, takes care of four of the state's largest administrative departments. It is in perfect architectural harmony with the mother structure.