



Visit Baton Rouge Accomplishments Earned Under Paul Arrigo's Leadership

- **Harley Davidson 100th Anniversary RIDE HOME, 2003** – Baton Rouge was one of only four locations selected to serve as an official start to ride to Sturgis.
- **"Josephine Bonaparte, the Creole Empress," Exhibit, 2003-2004** – As part of the Louisiana Purchase Bicentennial Celebration and the only time exhibited in the United States, this exhibit included memoirs, jewelry, objects d'art, rare paintings and more items that have been housed in Napoleon's summer home, Malmaison, located outside Paris where the Napoleonic Code was drafted and perhaps Louisiana Purchase documents were as well.
- **International Association Bomb Technicians & Investigators, 2004** – A world leader in the dissemination of information and training on destructive devices to the international public safety community. This convention brought in 600 attendees from all over the world.
- **River Center Re-Opening, 2004** – In preparation for hosting the United States Bowling Congress OPEN and future conventions and events, the renovated convention center was re-opened to the public. Through the work and collaboration of many involved including the Mayor's Office and SMG, the River Center's management company, the public was able to view the renovated building that was originally opened in the late 1970s.
- **United States Bowling Congress OPEN, 2005/2012/2025, Women, 2017** – This convention center built, state of the art 48 lane "bowling alley" is home to the largest indoor participatory sport in the nation. This 151 consecutive day event produces an economic impact of over \$100 million dollars.
- **Miss Teen, 2005** – Then part of the Miss Universe Organization, the pageant was broadcast live to all 50 states on NBC. Baton Rouge received nine minutes of airtime valued at \$1.5 million dollars in which to showcase Baton Rouge and the area attractions.
- **Bayou Country Superfest, 2010-2016 and 2019** – A feat like no other! Paul Arrigo was the single driving force to secure this first of its kind, super star studded, LSU Stadium concert. Produced in partnership with Louisiana Office of Tourism and purposely hosted over Memorial Day weekend, the event brought in an average 51,000 – 60,000 patrons from 48 states and three countries. Over the years hosted, Baton Rouge saw hotel occupancy at 72% - 93% on a weekend traditionally known as 'dead'.
- **US Youth Region III - Soccer Championships, 2010/2014/2019** – Consisting of 220 teams and generating an economic impact of over \$20 million, these citywide championships are always a win for the Capital City and the Greater Baton Rouge area.



- **International Planetarium Society, 2012** – This was the Society’s largest convention in their history bringing in over 700 delegates that represented over 40 countries.
- **Miss USA, 2014/2015** – Then part of the Miss Universe Organization, the pageant was broadcast to all 50 states and 70 countries. Nielsen ranked 5.5 million viewers and it produced a \$20 million economic impact.
- **Marucci World Series, 2017-2019 and 2021** – After seeing this event move from Houston to Baton Rouge, plans to continue to secure and host this international event has been a collaboration between Marucci, Louisiana Office of Tourism and Visit Baton Rouge. With year-over-year growth, this event brings in over 7,000 attendees per year, reaching over 200 teams.
- **Kampgrounds of America (KOA), 2021** – With more than 525 KOA public campgrounds across the U.S., KOA is an industry leader in outdoor hospitality and offers sites and amenities designed for every type of camping experience. This year, November 14 – 18, KOA hosted their national convention in Baton Rouge, utilizing over 1,400 room and welcoming over 1,000 attendees with families and exhibitors.
- **Garth Brooks Stadium Tour, 2022** – For those that remember seeing Garth Brooks perform on LSU’s campus in Baton Rouge in the early and late 1990’s, his return will mark a milestone many have been waiting for, but in 2022 Brooks will make his first appearance in Tiger Stadium. Conversations began pre-pandemic on making this a reality and the economic impact gained will have an impact felt throughout the hospitality industry, across the Greater Baton Rouge area.