**Industry Briefs**

The Shreveport Regional Arts Council has received an Our Town Grant from the National Endowment for the Arts, one of only 51 grants awarded nationwide. SPAC will use the $100,000 grant to develop the technical design for Shreveport’s first interactive Transportation and Information Substation, the CommonLink.

Sci-Port: Louisiana’s Science Center recently received a $50,000 grant for a collaborative project with Infini to Planetarium in Torino, Italy. While in town, Lt. Gov. Jay Dardenne announced receipt of the grant. Shreveport-Bossier was selected by Where to Retire, the only magazine in America geared toward helping people with retirement relocation decisions, as a top retirement destination. The sister cities were profiled in the feature story “8 Enticing Money-Saver Towns” in the September/October issue.

Lt. Gen. Russel Honoré (pictured above) was the keynote speaker for the conference luncheon. Tourist Bureau President Stacy Brown, who has single-handedly taken on the task of raising funds for Louisiana’s Bicentennial Celebration in 2012, was the keynote speaker for the conference luncheon. Tourist Bureau President Stacy Brown and Chairman Fredrick Henson presented a check of $2,000 to the Lt. Gen. Following the initial donation, matching donations were made by the Louisiana Casino Association and Tango Transport. These dollars will be regranted to Shreveport-Bossier attractions to tie in specifically to the 2012 bicentennial celebrations.

**Board of Directors**


Sherry Stacey, Shreveport-Bossier Hotel & Lodging Association* Kathy Jackson, Caddo Rural Municipalities* Iniki Shaver, Shreveport-Bossier Hotel & Lodging Association* Scott Douglas, Shreveport-Bossier Hotel & Lodging Association* Jim Johnson, Bossier Rural Municipalities* Debra Hamilton, Bossier Office of Community Service* *Appointing Organization

Tom Lobb, Shreveport-Bossier Hotel & Lodging Association* Mark Garrett, Greater Shreveport Chamber of Commerce* John Hubbard, Bossier Chamber of Commerce* Matthew Schupbach, Louisiana Downs/Attraction Association* *

**Tourist Bureau Achieves Accreditation**

The Shreveport-Bossier Convention and Tourist Bureau has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC-based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, DMOs such as the Shreveport-Bossier Convention and Tourist Bureau communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

“The Shreveport-Bossier Convention and Tourist Bureau is honored to receive accreditation from DMAP,” said Stacy Brown, bureau president. “We’re pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

The SBCTB provided evidence of compliance with 38 mandatory and 30 voluntary standards developed by DMAP. These accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

“Shreveport is quirky, charming and an amazing alternative to New Orleans - and less than a four hour drive away from Dallas.”

Gay List Daily

**Inside:**

LMA red carpet page 2
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Dates to Remember:

**Shreveport-Bossier Hotel and Lodging Association**

Aug. 13, Empire Petroleum Club Oct. 19, Empire Petroleum Club

**Hospitality Breakfast**

Aug. 7, 8 a.m., Sonic at Bass Pro Shop Oct. 8, 8 a.m., Soniat at the State Fair of South Louisiana Oct. 13, 8 a.m., Allure Ultra Lounge at Eldorado Casino & Resort

**Louisiana Restaurant Association**

Sept. 29, 10 a.m., Robinson Film Center Oct. 16, Golf Tournament at East Ridge Country Club Oct. 16, 6 p.m., Chante's

**Attraction receives Grant on back**

**News from Shreveport-Bossier Convention and Tourist Bureau**

**Sept.-Oct. 2011**

2011 Travel Outlook Highlights

Area’s Diverse Economy

The 2011 Travel Outlook Conference was held August 11, at the Lakehouse at the Villagio in Bossier City. Various movers and shakers had promising things to say about the future of tourism in the area. Lt. Gov. Jay Dardenne opened the conference with a joke, and he followed by emphasizing Shreveport-Bossier’s importance to the state’s economy. From gaming and shopping to the film industry and new fuel technology, he expressed his pride in North Louisiana’s economic achievements.

Attendees heard from professionals in each major economic arena. Wade Duty, executive director of the Louisiana Casino Association, characterized Shreveport-Bossier as the “biggest dog in Louisiana,” employing 85 percent of the casino workforce in the state. Arlena Acree with the Shreveport-Bossier Film Office reported 11 productions, with combined budgets of $45 million and 4,500 room nights so far this year. Shreveport Regional Airport Director Bill Cooksey was optimistic about the future of air travel in Shreveport-Bossier.

Lt. Gen. Russel Honore, who has single-handedly taken on the task of raising funds for Louisiana’s Bicentennial Celebration in 2012, was the keynote speaker for the conference luncheon. Tourist Bureau President Stacy Brown and Chairman Fredrick Henson presented a check of $2,000 to the Lt. Gen. Following the initial donation, matching donations were made by the Louisiana Casino Association and Tango Transport. These dollars will be regranted to Shreveport-Bossier attractions to tie in specifically to the 2012 bicentennial celebrations.

**Tourism on the t...**

**R LMA...**

**Nov. 11, Red Carpet...**

**Feb. 15, 5 p.m.,...**

**June 29, 5-7 p.m.,...**

**National...**

**Oct. 13, 8 a.m.,...**

**Golf Tournament at East Ridge Country Club Oct. 18, 6 p.m.,...**

**www.shreveport-bossier.org**

Join us on Facebook and Twitter: www.shreveport-bossier.org

**Log on to www.shreveport-bossier.org/partners for industry events and updates.**
Your Bureau at Work

Dianna Douglas, regional sales manager recently attended the American Society of Association Executives (ASAE) conference in St. Louis. Ms. She met with representatives of the National Association of Sports Commissions and discussed the possibility of bringing regional sports association meetings to Shreveport-Bossier.

This show is extremely important because of the large number of major association decision makers in attendance.

Brandy Evans, vice president of communications, has been appointed by Governor Bobby Jindal to the Louisiana Tourism Development Commission. This group gets quarterly updates and provides input on tourism initiatives that affect the entire state.

The tourist bureau won several Shreveport-Bossier American Advertising Federation Addy Awards for the fourth consecutive year. Board awards include a Silver Addy for the Police Jury Association Postcard and two Bronze awards for the American Truck Historical Society, City of Bossier City and the Visitor Center Billboard on I-20 near Jewella. Gorilla Design Studios produced each of those projects.

Pat Gill, Internet and Systems Manager, coordinated and launched an overhaul of the bureau’s website. Besides a more streamlined and compelling appearance, new features include: welcome videos, a help avatar; audio podcast and social media updates. Gorilla Design Studios and Falcadopus handled the design and programming of these upgrades. Stacey Brown, president of the bureau, travelled to Minneapolis, Minn. to attend the National Scenic Byways Conference in August. Representing the Boom or Bust Byway, she returned with new ideas about development, sustainability and liability for responsible planning practices for America’s byways. Sheila Norman, sports and tourism administrator, Kelly Wells, vice president of sports and tourism, and Brandy Evans, vice president of communications, have been working to coordinate and provide marketing for a number of sporting events including the Port City Classic, Battle on the Border, Shreveport Classic, Benton Rodeo and the Super Seniors State Tennis Tournament.

In addition to the ASAE conference in St. Louis, Kayla Johnson, tourism account manager, attended the National Association of Convention and Visitors Bureaus (NACVB) conference in Minneapolis, Minn. during the month of September. Ms. Johnson, along with representatives from the Shreveport-Bossier Convention and Visitors Bureau, will represent the City of Shreveport. This conference was held at the Barnwell Garden and Art Center where the new cities were announced.

Please be sure to check out our Bureau at Work column in this issue of Fun Guide. Your Bureau at Work will give you a look at what the bureau is up to. This month’s Bureau at Work is all about the 2011 Holiday Trail of Lights reinvent itself and holiday experience. The Holiday Trail of Lights and its partners are gearing up for the holiday season early this year! Prevent Sexual Assault and Prevent Suicide are the theme of this years Holiday Trail of Lights, sponsored by the Bossier Parish Community Foundation.

The Holiday Trail of Lights, eight cities in five regions, is a completely new holiday experience with all Louisiana cities, a fresh look, revised logo, new creative and progressive marketing and social media efforts. One of the major differences is a new website set to launch September 1.

The new site, www.HolidayTrailOfLights.com will include event calendars for each city, details about accommodations and attractions, and a new interactive itinerary builder. Website visitors will be able to scope out major events in each city, plan their tour to the regions, and even book a room.

The Holiday Trail of Lights hosts a media tour every year attracting journalists from drive markets in Texas, Arkansas, Mississippi and South Louisiana to generate print, broadcast and web publicity. Each year, these journalists tour the cities and regions to get a taste of what each has to offer.

This new trail spans across I-20 and down I-49 and incorporates the cities of Shreveport-Bossier, Minden, Monroe-West Monroe, Natchitoches and Alexandria-Pineville. The cities along the trail are all within driving distance of one another, making the tour a convenient hour-long trip from any one city to its neighboring city. The Holiday Trail of Lights has been delivering incredible holiday experiences for more than two decades, and it draws tourists during the otherwise slow months of November and December.

If your property or attraction would like to participate in this year’s media tour, please contact Sarah McKinney, communications coordinator, at (318) 429-0645 or email at smckinney@ctctb.org.

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