New, GPS-Navigated App Encourages Locals and Visitors to Explore Rural Northwest Louisiana on the Boom or Bust Byway

The Boom or Bust Byway is a 136-mile route designated by the state of Louisiana for the Louisiana Byways Program that was established in 1991. The program exists to enhance the fundamental qualities of the primarily rural areas through which these byways travel.

The Boom or Bust Byway follows Highway 2 and is defined by the Louisiana and Texas border and Hwy. 3049 on the west and Lake Claiborne on the east. The full Boom or Bust Byway path travels through four parishes: Caddo, Bossier, Webster and Claiborne. This pathway is significant to northwest Louisiana’s history of fluctuating industries in rural areas such as agriculture, gaming and oil and gas.

The Boom or Bust Byway app is now available to download on Google Play Store and Apple Store. For more information about things to do along the Boom or Bust Byway, visit www.BoomOrBustByway.com.

The Boom or Bust Byway is a 136-mile route designated by the state of Louisiana for the Louisiana Byways Program that was established in 1991.

“This app means so much to meeting our goals to spur tourism and economic development in our rural communities,” said Brandy Evans, vice president of communications for the Shreveport-Bossier Convention and Tourist Bureau. “We hope that it encourages exploration of our many community jewels in Caddo and Bossier parishes.”

The Shreveport-Bossier Convention and Tourist Bureau has developed a free, GPS-navigated app that guides users to rural attractions, restaurants, museums, parks and more along the Boom or Bust Byway. The app serves as a tool for visitors to explore rural towns of northwest Louisiana to increase tourism and economic development.
**Events on the Red**

**2/9**  
Krewe of Barkus and Meoux Pet Parade  
Events on the Red

**2/12**  
Krewe of Centaur Float-Loading Party  
Krewe of Centaur Den

**2/14**  
Krewe of Centaur Parade  
Parade Begins on Clyde Fant Parkway in Shreveport

**2/15**  
90s Night Out with Gin Blossoms  
Horseshoe Casino & Hotel Riverdome

**2/21**  
Krewe of Gemini Float-Loading Party  
Krewe of Gemini Den

**2/22**  
Krewe of Gemini Mardi Gras Parade  
Parade Begins on Clyde Fant Parkway in Shreveport

**2/23**  
Krewe of Highland Mardi Gras  
Parade begins at the intersection of Gregg Avenue at Gilbert Drive in Shreveport

**2/28**  
Art in the Dark  
Bossier Arts Council

**2/29**  
Shreveport Symphony Presents  
Beethoven’s 7th Symphony  
RiverView Theater

Submit your events to [www.SBFunGuide.com](http://www.SBFunGuide.com), an online community events calendar, for future promotions.

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**Your Bureau at Work**

**Suzanne Card**, convention sales manager, attended Connect Faith Conference in Grand Rapids, Mich., Oct. 28-30. While there, she met with 36 religious meeting planners and received several leads for future business in Shreveport-Bossier.

**Kelly Wells**, executive director of the Shreveport-Bossier Sports Commission, had a successful Team Louisiana sales mission to Colorado Springs, Colo., Oct. 28-31. During which, Team Louisiana, a division of the Louisiana Office of Tourism, visited with multiple Team USA sports teams about hosting USA sporting events throughout Louisiana.

On Nov. 11, **Card** conducted a site visit for the Louisiana Missionary Baptist State Convention. The organization will be hosting its state convention in July 2020. The event has an estimated 500 attendees.

From Nov. 12-14, **Card** and Trishun Fuller, sales manager for the Hilton Garden Inn Homewood Suites by Hilton Shreveport/Bossier City, made sales calls in Baton Rouge and New Orleans. The pair met with 20 association meeting planners.

**David Bradley**, vice president of sales and services, attended the National Coalition of Black Meeting Planners in New Orleans, Nov. 13-16. There were 62 meeting planners in attendance from across the country.

**Erica Telsee**, group sales manager, attended Travel South International in St. Louis, Mo., Dec. 1-5. She shared a booth with Houma Area Convention and Visitors Bureau and St. Francisville West Feliciana Tourist Commission. The theme of the booth was “Gardens, Gaming and Gators.” The group met with 34 tour operators.

**Telsee** also attended the National Tour Association Travel Exchange in Ft. Worth, Texas, Dec. 8-12. During the conference, she met with 22 tour operators and participated in two sales pitches with the Louisiana Office of Tourism and other Louisiana delegates.

**Bradley and Jessica Rodgers**, convention sales manager, attended Connect DC in Washington D.C., Dec. 16-17. The conference is an opportunity to network with industry leaders and meet with event planners focused on national association and corporate events. The team had appointments with 16 meeting planners and gained several leads.

**Brandy Evans**, vice president of communications, and **Joanna Folse-Alexander**, vice president of sales and marketing for Sunrise Hospitality and Tourist Bureau board member, serve on the Louisiana Travel Association (LTA) board of directors. LTA hosted its bi-monthly meeting in Shreveport-Bossier, Dec. 10-11, at Shreveport Convention Center. Participants in LTA’s Louisiana Tourism Leadership Academy also attended the meeting. This group of tourism professionals from across the state selected four businesses to create in-depth studies about marketing, product development, SWOT analysis and social media at LTA’s board meeting. The Boom or Bust Byway was selected for the SWOT analysis. The findings identified some opportunities to improve the four-parish byway and create economic development opportunities for the businesses along the byway.

**Kevin Flowers**, convention sales manager, will conduct a site visit for five members of the Society for the Preservation and Advancement of the Harmonica, Jan. 13-14. The organization is considering hosting their 2023 national convention in Shreveport-Bossier.
Battle of the Gumbo Gladiators Wins STS Top 20 Award for March 2020

Southeast Tourism Society (STS) has named Battle of the Gumbo Gladiators one of the STS Top 20 Events in the Southeast for March 2020. The complete list is published on www.southeasttourism.org and www.travelmediapressroom.com.

The 2020 Battle of the Gumbo Gladiators will be held on March 21 at Festival Plaza in downtown Shreveport. The all-day event offers gumbo fanatics the opportunity to sample dozens of gumbos in categories including seafood, non-seafood and “gumbo of the people.” The festival proceeds benefit Volunteers for Youth Justice.

“For 35 years, STS has been spotlighting the best festivals and events in the Southeast with our Top 20 Festivals and Events program. Our goal is to highlight the efforts of devoted event organizers and provide additional media exposure and accolades for their events,” said Monica Smith, president and CEO of the Southeast Tourism Society. “The Southeast offers so many unique, year-round opportunities for tourists and festival-goers to create memories and support the tourism industry—a vital economic generator for communities.”

Shreveport-Bossier Announced as a Stop Along the “Stand Beside Her” Tour

The 2020 USA Softball Women’s National Team will play against Louisiana Tech and the University of Louisiana Monroe at Cargill Park.

“Shreveport was an obvious location to host an event for the USA Softball Women’s National Team during their training and competition opportunities for the 2020 Tokyo Olympic Games. The tournament will be held, 5:30 p.m., at Cargill Park on April 15.”

“Standing Beside Her” Tour is a series of competitions and training opportunities for the USA Softball Women’s National Team as they prepare for the 2020 Tokyo Olympic Games. After an eleven-year hiatus, softball will make a comeback to the 2020 Olympic Games. The 2020 Battle of the Gumbo Gladiators will be held on March 21 at Festival Plaza in downtown Shreveport.

Police Jury Association of Louisiana Convention Returns for the Fourth Time, Feb. 12-14

The Police Jury Association of Louisiana will hold its annual convention in Shreveport at Shreveport Convention Center, Feb. 12-14. This is the fourth time the organization will hold its annual meeting in Shreveport-Bossier. There will be approximately 1,100 people attending the conference, utilizing about 815 overnight hotel rooms at Hilton Shreveport and Eldorado Resort Casino Shreveport, the host hotels. The estimated economic impact for the community is $745,000 and directly supports 340 jobs in Shreveport-Bossier.

Suzanne Card, convention sales manager for the Shreveport-Bossier Convention and Tourist Bureau, booked the conference. “We are honored that the Police Jury Association of Louisiana chose Shreveport-Bossier to host their annual convention for the fourth time,” said Card. “We look forward to welcoming them to our community once again.”

The Police Jury Association of Louisiana was created in 1924 to improve parish government in Louisiana. To learn more, visit www.lpgov.org.

For more information about hosting meetings and conventions in Shreveport-Bossier, visit www.Shreveport-Bossier.org/Meetings.
The LSUS Foundation is the new owner of Spring Street Historical Museum. The university will use the facility for new academic programs, including internships for history students and a digital arts class using the museum’s collection.

Four new local restaurants opened in Shreveport in November 2019. Sauvage spotlights regional Southern cuisine and serves blue plate-style specials by Chef David Bridges and pastry chef Stephanie Bridges. Glow Alchemy Kitchen is a wellness café with healthy and vegan options by Chef Jessica Comegys. Formerly a food truck located inside of Red River Brewing Company, Fat Calf Brasserie has moved to a new location and expanded its menu to offer French-inspired Southern cuisine led by Chef Anthony Felan. And Zuzul Coastal Café is a new restaurant that serves up Mexican coastal cuisine by Chef Gabriel Balderas, who is also owner and chef of El Cabo Verde.

The Shreveport-Bossier Convention and Tourist Bureau, Shreveport Green and Keep Bossier Beautiful launched Company is Coming in September 2019. The new initiative’s goal is to increase the hospitality and tourism industry’s efforts to combat litter in Shreveport-Bossier. Copeland’s Cheesecake Bistro won the clean-up competition in the fourth quarter of 2019. The group of six picked up litter at Louisiana Boardwalk Outlets and filled two bags of trash. The 2020 quarterly clean-ups will be held Feb. 3-7, May 11-15, Sept. 21-25 and Nov. 16-20.