

TravelTalk

May - June 2018 Newsletter



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Miss USA® and Miss Teen USA® to be held in Shreveport-Bossier



Miss USA® will air live on FOX on Monday, May 21, George's Pond at Hirsch Coliseum in Shreveport.

The Miss Universe Organization announced that the 2018 MISS USA® Competition will air live CST, Monday, May 21, 7 p.m. on FOX, from George's Pond at Hirsch Coliseum in Shreveport-Bossier.

Actress, host and former pageant winner Vanessa Lachey and multi-platinum recording artist and television personality Nick Lachey will take the stage together to host the competition. Vanessa was crowned Miss Teen USA® in 1998 and served as a backstage correspondent for MISS USA® in 2001 and as co-host of MISS UNIVERSE® in 2007.

The 2018 MISS USA® marks the 20th anniversary of the competition's first appearance in the sister cities of Shreveport-Bossier.

This year, for the first time ever, the 2018 MISS TEEN USA® competition will take place immediately prior to MISS USA®.

"Blending the schedules of two of The Miss Universe Organization's premier events for women across the country allows us to celebrate all of the Miss USA® and Miss Teen USA® state representatives together," says Paula M. Shugart, president of The Miss Universe Organization. "We look forward to setting the

stage for each event in Shreveport-Bossier where the community has previously welcomed our staff, crew and contestants with its Southern hospitality."

The 2018 MISS USA® Competition is a two-hour special event, which concludes with Miss USA 2017, Kára McCullough, crowning her successor. Women representing all 50 states and the District of Columbia will compete for the opportunity of becoming the next Miss USA®.

For more information, please visit www.Shreveport-Bossier.org/MissUSA.

Dates to Remember:

P.R.I.D.E. Awards

5/10 5:30 p.m. – Cocktails
6 p.m. – Dinner & Awards
Sam's Town Hotel & Casino

Hospitality Breakfast

6/6 8 a.m.
Harrah's Louisiana Downs

Hotel and Lodging Association Meeting

5/10 8 a.m.
TBD

6/14 8 a.m.
Horseshoe Casino & Hotel

For more Hotel and Lodging Association information, contact Felicia Anderson at fanderson@caesars.com.

Get Social with Us!

[f/LouisianasOtherSide](https://www.facebook.com/LouisianasOtherSide)

[@sbctb](https://twitter.com/sbctb)

[@seeshreveportbossier](https://www.instagram.com/seeshreveportbossier)

[y/ShreveportBossier](https://www.youtube.com/ShreveportBossier)

Blog: www.20x49.com

Events: www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org



- 5/4** **Taco Wars**
Louisiana State University Shreveport
- 5/5** **Gusher Days Festival**
Earl G. Williamson Park
- 5/5** **Libations and Hip Hop: Drinko de Mayo**
Artspace
- 5/5** **Shreveport Derby Day**
R. W. Norton Art Gallery
- 5/5** **Shreveport Symphony Season Finale with Philippe Quint, Violin**
Shreveport Riverview Theater
- 5/9** **Wine, Art & Music – "Two Peas in a Pod"**
1800th Prime Steakhouse at Boomtown Casino & Hotel
- 5/12** **All About the Roses**
American Rose Center
- 5/14** **Mardi Gras in May Parade with Miss USA® And Miss Teen USA®**
500-700 blocks of Texas Street, Shreveport
- 5/16** **Miss Teen USA® 2018 Presentation Show**
Horseshoe Casino & Hotel Riverdome
- 5/17** **Miss USA® 2018 Presentation Show**
George's Pond at Hirsch Coliseum
- 5/18** **Miss Teen USA® 2018 Finals**
George's Pond at Hirsch Coliseum
- 5/18** **Thomas Rhett**
CenturyLink Center
- 5/19** **Chimpanzee Discovery Days**
Chimp Haven
- 5/19** **Art & Soul Experience**
Southern Univeristy Museum of Art
- 5/21** **Miss USA® 2018 Finals**
George's Pond at Hirsch Coliseum
- 5/24-27** **Mudbug Madness Festival**
Festival Plaza
- 5/26** **Us Up North Food Tour**
Various Shreveport Restaurants
- 6/15-17** **Let the Good Times Roll Festival**
Festival Plaza
- 6/16** **Sunflower Trail & Festival**
Red River Crossroads Museum
- 6/26** **Tim McGraw & Faith Hill**
CenturyLink Center

Submit your events to www.SBFunGuide.com, an online community events calendar, for future promotions.

»»» Your Bureau at Work



Brandy Evans

Brandy Evans, vice president of communications, was honored in April as a 2018 Power Mover Award recipient by the Shuffling Along Association.

Evans attended the joint meeting and legislative bill review of the Louisiana Travel Association and Louisiana Association of Convention and Visitors Bureaus with **Stacy Brown**, president, in Baton Rouge, March 26-27. Evans also attended the Louisiana Tourism Development Commission meeting.



Kevin Flowers

Kevin Flowers, convention sales manager, won the bid to host the Louisiana Archaeological Society's annual meeting. The event will be held in February 2019.



Danny Schlag

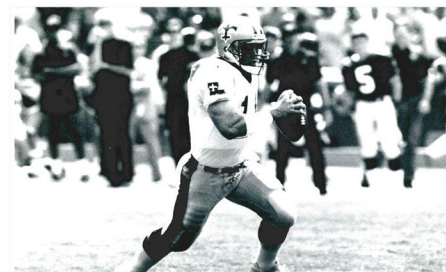
Danny Schlag, creative director, won two Shreveport-Bossier American Advertising Awards also known as the "ADDYs." The mission of the ADDY competition is to recognize and reward the creative spirit of excellence in the art of advertising. The 2017 Red River Mardi Gras Bash Bead was awarded a Bronze Award for Sales and Marketing – Specialty Advertising Other Merchandise, and the 318 Restaurant Week promotion was awarded a Bronze Award for Cross Platform – Integrated Branded Content Campaign.



Erica Telsee

Erica Telsee, group sales manager, partnered with Joanna Folse-Alexander, Holiday Inn Express Hotel & Suites Bossier City Northeast regional director of sales, at the Travel South Domestic Showcase in Biloxi, Miss., March 18-21. They had 36 appointments and received several leads.

Telsee also hosted a familiarization tour for tour operators, April 25-27.



John Fourcade, former NFL quarterback for the New Orleans Saints, was a special guest at the Third Annual Sports Biz Connect, April 5.

The **Shreveport-Bossier Sports Commission**, along with dozens of local sports venues and associations in partnership with the Bossier Chamber of Commerce, African American Chamber of Commerce, Greater Shreveport Chamber of Commerce, and North Louisiana Economic Partnership, hosted the Third Annual Shreveport-Bossier Sports Biz Connect at the Hilton Garden Inn/Homewood Suites on April 5. Designed to bring together the business and sports communities, this event created new and stronger working relationships that promote the area's ability to attract and host sports events.



Ronald Oswalt

Ronald Oswalt, strategic partnerships and sponsorships director, attended the IEG Conference in Chicago, Ill., April 8-11, where he gained new sports marketing skills.



Que'brelyn Douglass

Que'brelyn Douglas, sports sales and services coordinator, attended the National Association of Sports Commissions Event Symposium in Minneapolis, Minn., April 23-26. There she attended business development classes, met with 20 potential clients, and received several leads.

The **Shreveport-Bossier Sports Commission** is teaming up with Prize Fest to host Taco Wars during the Cinco de Mayo Cup at LSU Shreveport on May 4. The event will feature six regional soccer teams. Prize Fest is a weekend-long celebration of art that includes the Louisiana Film Prize, Food Prize and Music Prize.

Shreveport-Bossier Named an Official Louisiana Certified Retirement Community

Lt. Governor Billy Nungesser, along with the Louisiana Office of Tourism, are proud to announce that eight communities from across Louisiana are officially Certified Louisiana Retirement Areas, including Shreveport-Bossier. The Encore Louisiana Commission worked for more than three months on naming these specific locations across the state that are now certified and focused on attracting retirees. The panel, appointed by the governor, lieutenant governor and other state officials, was created by the Legislature in 1999 to promote the state as a retirement destination.

"These eight communities represent all of Louisiana and what we have to offer," said Lt.



Lt. Governor Billy Nungesser, along with the Louisiana Office of Tourism, announced that eight communities from across Louisiana are officially Louisiana Retirement Certified Areas.

Governor Billy Nungesser. "With nearly 76 million baby boomers nearing retirement in the coming years, many states are working to

draw them to their areas, and we thought we should take advantage to not only grow tourism but help spur economic development."

The eight communities that have been certified include Shreveport-Bossier, Lafayette, Lake Charles, Natchitoches, Ruston and Lincoln Parish, Toledo Bend and Sabine Parish, Houma and Terrebonne Parish, and Thibodaux.

Criteria used in selecting the first eight communities included: climate, demographics, tax structure at the state and local levels, local housing availability, public safety and crime index, employment and volunteer opportunities, healthcare and medical services, public transportation, recreational areas, and festivals.

For more information, visit www.RetireShreveportBossier.com.

"Be a Fan" Campaign Rewards Visitors and Locals

The "Be a Fan of Shreveport-Bossier" campaign, which was introduced in 2016 by the Shreveport-Bossier Convention and Tourist Bureau and the Shreveport-Bossier Attractions Association will expand in 2018 to include new special events every week, passport, and giveaways, May 1-31.

The campaign coincides with National Travel and Tourism Week, which will be celebrated May 6-12, in destinations throughout the United States. The month-long celebration in Shreveport-Bossier aims to incentivize locals and visitors, alike, to explore local museums, nature centers, and tourist attractions while taking advantage of money-saving offers. Complete details are available at www.BeaFanofSB.com.

Examples of discounts include

free movies at Robinson Film Center in celebration of their 10-year anniversary, 25% off general admission tickets to Splash Kingdom Waterpark, buy-two-get-one free admission at Shreveport Aquarium, and more.

New this year is a passport to local attractions. Locals and visitors are encouraged to pick up and drop off passports at the Downtown Shreveport Visitor Center. Participants that visit at least four of the attractions will be entered to win a Shreveport-Bossier Staycation package.

Visitors to the site can also enter to win a staycation package giveaway. The prize package includes free passes to attractions like Splash Kingdom Waterpark and Shreveport Aquarium, as well as valuable gift certificates from local restaurants.

Red River Balloon Rally Returns, July 13-14



The Red River Balloon Rally will host nightly balloon glows at 8:30 p.m., July 13-14.

The Shreveport-Bossier Sports Commission is bringing back the Red River Balloon Rally, July 13-14, on the campus of Louisiana State University in Shreveport. The public event will follow the U.S. Hot Air Balloon Nationals Competition which will include hot air balloons flying over Shreveport-Bossier, July 8-15.

The rally features live music, tethered balloon rides, children's play area, food vendors, and colorful hot air balloons. There will be nightly balloon glows at 8:30 p.m. and nightly fireworks shows at 9:30 p.m.

"These are two incredible events

for our community, and we are proud to host them for the third year in a row," said Kelly Wells, executive director of the Shreveport-Bossier Sports Commission.

New this year is Glow Greenwood at Boothill Speedway in Greenwood on Thursday, July 12. The festival will feature a balloon glow and live music, tethered balloon rides, food, and more. Admission is free.

The 2018 Red River Balloon Rally hours of operation are 4 p.m. to 10:30 p.m., Friday, July 13; and 4 p.m. to 10 p.m., Saturday, July 14. For complete event details, visit www.RedRiverBalloonRally.com.

TravelTalk

Newsletter



Industry Briefs:



Power of Play Children's Museum

DiamondJacks Casino & Hotel announced Paul Hutchens as the new vice president and general manger.

Sci-Port Discovery Center's Board of Directors announced the re-opening of the new **Power of Play Children's Museum** on March 2 and the IMAX Theater on April 7. For more information, check out Sci-Port Discovery Center's Facebook page.

Lt. Governor Billy Nungesser announced **Doug Bourgeois** as assistant secretary for the **Louisiana Office of Tourism**. Bourgeois previously served as the executive director of the Louisiana Byways program at the Louisiana Office of Tourism.

The **2018 Powerboat Nationals** will return to Shreveport-Bossier, Aug. 31-Sept. 2.

Board of Directors:

Tanita Baker,
Chairwoman
Shreveport-Bossier African
American Chamber of
Commerce*

Rob Brown,
Vice Chairman
Shreveport-Bossier Hotel
& Lodging Association*

Jason McKinney,
Treasurer
Louisiana Restaurant
Association*

Patricia Wooldridge,
Secretary
Caddo Rural Municipalities*

Dick Bremer,
Greater Shreveport
Chamber of Commerce*

Sandy Cimino,
Bossier Chamber
of Commerce*

Joanna Folse-Alexander,
Shreveport-Bossier Hotel
& Lodging Association*

Ashley Davis,
Bossier City
Mayor's Office*

Mary Dunn,
Shreveport-Bossier
Attractions Association*

Pam Glorioso,
Bossier Office of
Community Services*

G. Carlton Golden, Jr.,
Bossier Parish
Police Jury*

Emma Hebert,
Shreveport-Bossier Hotel
& Lodging Association*

Kellie Morris,
Caddo Parish
Commission*

Shelli Murphy,
Shreveport-Bossier
Attractions Association*

Africa Price,
Shreveport
Mayor's Office*

Gary Theus,
Shreveport-Bossier Hotel
& Lodging Association*

*Appointing Organization



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