



Shreveport-Bossier Convention & Tourist Bureau

TravelTalk

September - October 2018 Newsletter



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Shreveport-Bossier Convention and Tourist Bureau Recognized as a Best Place to Work in 2018

The Shreveport-Bossier Convention and Tourist Bureau was named one of the Best Places to Work in Shreveport-Bossier in 2018 by *BIZ. Magazine*. This award recognized 10 businesses across various industries in Shreveport-Bossier. The complete list of this year's winners is available in the August 2018 edition of *BIZ. Magazine*.

"We are honored to be named one of the Best Places to Work in Shreveport-Bossier in 2018, but we are even more proud to serve our community," said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. "The biggest perk of our jobs is supporting economic development in our beloved sister cities."

Visitors spent \$987 million in Caddo and Bossier parishes in 2017, according to the *Tourism Spending in Louisiana Parishes 2017* report prepared by the University of New Orleans for the Louisiana Department of Culture, Recreation and Tourism. As a result of the



BIZ. Magazine's Best Places to Work award program identifies and recognizes outstanding employers in Shreveport-Bossier that have large economic impacts on the community and provide outstanding employee benefits and policies.

money spent by visitors, each of the 145,002 households in Caddo and Bossier parishes saved \$875.85 in state and local taxes in 2017. In addition, Shreveport-Bossier's tourism industry supported 10,610 jobs in 2017, according to the study.

Now in its third year, *BIZ. Magazine's* Best Places to Work award program identifies and recognizes outstanding employers in Shreveport-Bossier that have large economic impacts on the community and provide outstanding employee benefits and policies.

"We do this evaluation because we want to reward the companies that foster a great culture and keep the economic engine in northwest Louisiana running," said Sean Green, publisher and editor of *BIZ. Magazine*, in the August 2018 edition of *BIZ. Magazine*.

To learn more about tourism in Shreveport-Bossier, visit www.Shreveport-Bossier.org or stop by the Downtown Shreveport Visitor Center at 629 Spring Street in Shreveport to request the *Official Visitors' Guide to Shreveport-Bossier*.

Dates to Remember:

Hospitality Breakfast

- 9/5 8 a.m.
Hilton Garden Inn Shreveport
- 10/3 8 a.m.
Round-Up Room,
State Fair of Louisiana

Hotel and Lodging Association Meeting

- 10/11 Noon
Shreveport Municipal
Auditorium

For more Hotel and Lodging Association information, contact Joanna Folsie-Alexander at joannafolsie@yahoo.com.

Get Social with Us!

f /LouisianasOtherSide

@sbctb

@seeshreveportbossier

/ShreveportBossier

Blog: www.20x49.com

Events: www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org

>>> Your Bureau at Work

- 9/1-2** Powerboat Nationals
Riverview Park
- 9/1** 4th Annual Red River Pour Off
Festival Plaza
- 9/2** Super Derby 39
Harrah's Louisiana Downs
- 9/8** Bossier Night Market
Pierre Bossier Mall
- 9/9** Highland Open Studio Tours Sunday (H.O.S.T.S.)
Various locations
- 9/15** Highland Jazz and Blues Festival
Columbia Park
- 9/15** Jack White
Shreveport Municipal Auditorium
- 9/15** Pioneer Heritage Festival
William Peters McClurg Park
- 9/21** 5th Annual Cirque Du Lake Street Festival
The Agora Borealis
- 9/22** Lee Greenwood
Strand Theatre
- 9/29-10/7** Red River Revel Arts Festival
Festival Plaza
- 10/3-7** Prize Fest 2018
Various locations in downtown Shreveport
- 10/12-14** Paw Patrol Live
CenturyLink Center
- 10/16-20** American Kitefliers Association Annual Competition
LSUS and Shreveport Convention Center
- 10/20** Jazz in the Park
Chris Hays Park
- 10/20** 10th Annual Brew: A Premier Beer Tasting
Festival Plaza
- 10/20** RBRM - Ronnie, Bobby, Ricky, and Mike!
CenturyLink Center
- 10/25-11/11** State Fair of Louisiana
State Fairgrounds
- 10/26** Trace Adkins
Riverdome at Horseshoe Casino and Hotel
- 10/27** ASEANA Autumn Festival
Asian Gardens of Shreveport

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



Shalisa Roland

The Tourist Bureau welcomed **Shalisa Roland** as the new Boom or Bust Byway Coordinator in July. Roland is a 2018 graduate of Louisiana State University Shreveport with a Bachelor of Arts in Mass Communication with a concentration in Public Relations.



Stacy Brown



Brandy Evans



David Bradley

Stacy Brown, president; Brandy Evans, vice president of communications; and David Bradley, vice president of convention and tourism sales; attended the Destination International Conference in Anaheim, Calif., July 9-13. The conference offers attendees educational seminars and the opportunity to connect with tourism thought leaders.

Stacy Brown attended the Southeast Tourism Society's Congressional Summit in Washington D.C., July 17-19. Industry leaders and federal partners met with congressional staff to discuss legislation that could positively or negatively impact destinations and visitors. While attending, Brown and Doug Bourgeois, assistant secretary of tourism at the Louisiana Office of Tourism, met with Congressman Mike Johnson to discuss tourism issues for

Louisiana. Congressman Johnson represents the Fourth District of Louisiana.



President Stacy Brown met with Congressman Mike Johnson during the STS Congressional Summit in Washington, D.C.



Charlotte Rice

inspiration for administrative professionals to grow professionally.



Liz Crews



Evelyn Cassell

In August, the Tourist Bureau welcomed **Liz Crews** as the new full-time graphic design manager. Crews is a 2013 graduate of Louisiana Tech University with a Bachelor of Fine Arts in Communication Design.

Stacy Brown, Evelyn Cassell, former Boom or Bust Byway Coordinator, and **Charlotte Rice**, attended the Scenic Byway quarterly meeting in Homer on Aug. 7. **Shreveport-Bossier Sports Commission** assisted the Shreveport Area Radio Kontrol Society (S.H.A.R.K.S.) during their annual Warbird and Scale Model event air show and exhibition, Aug. 17-18, at the S.H.A.R.K.S. Airfield in Shreveport.

Shreveport-Bossier Convention and Tourist Bureau staff attended the Lt. Governor's Tourism and Travel Summit in Lake Charles, Aug. 21-23. The annual convention featured a keynote address from the Lt. Governor, top educational speakers from around the country, workshops addressing the latest industry trends, and more.



Que'brelyn Douglas

Que'brelyn Douglas, sports sales manager, attended Connect Sports in Salt Lake City, Utah, Aug. 23-25. Attendees enhanced their skills, learned about trending topics, and networked with the sports tourism industry's top event organizers and national governing bodies of sports.

Local Community Members Participate in the Tourist Bureau's Inaugural Be A Fan of Shreveport-Bossier Ambassador Program

The Tourist Bureau hosted the first installment of its all-new Be a Fan of Shreveport-Bossier Ambassador Program on Aug. 14. The program is designed to create "superfans" of Shreveport-Bossier while highlighting the importance of tourism and hospitality to the regional economy. Participants included 25 members of the hospitality industry, locals and civic leaders.

The tour began at the Downtown Shreveport Visitor Center with an orientation by Stacy Brown, president of the Tourist Bureau. Participants then embarked on a guided city bus tour led by Chris Jay, social media and public

relations manager, and Stephanie Edmiston, co-owner of Apex Communications and Events. Stops included Spring Street Museum, Multicultural Center of the South, The Missing Link, Shreveport Water Works Museum, Shreveport Railroad Museum, Southern University Museum of Art, Shreveport Aquarium, Tubbs Hardware and Cajun Gifts, Bossier Arts Council, Flying Heart Brewing and Pub, and BeauxJax Crafthouse.

The day ended with a quiz about Shreveport-Bossier for prizes and the awarding of certificates and a lapel pin to those who completed the program. Participants were added to an e-mail database to



The Be a Fan of Shreveport-Bossier Ambassador Program provides education about local attractions and the economic impact of tourism.

be kept up to speed on upcoming things to do, volunteer opportunities and tourism and hospitality industry happenings.

The Be a Fan of Shreveport-Bossier

Ambassador Program will be offered on an ongoing basis.

For more information, visit www.Shreveport-Bossier.org/Industry-Partners.

American Kitefliers Association to Host Free Events During Annual Convention, Oct. 15-20

The American Kitefliers Association will hold its 41st Annual Convention in Shreveport-Bossier, Oct. 15-20. This is the first time the organization will hold its event in Louisiana.

"We are thrilled to be hosting approximately 175 AKA members in Shreveport-Bossier and that they will be hosting exciting events for the community," said Kevin Flowers, convention sales manager at the Tourist Bureau. Flowers secured the bid for hosting the convention in July 2017.

Locals will have the opportunity to see professional kite flying during free demonstrations and educational presentations each day. Each afternoon, Oct. 15-20, a different variety of kites will be spotlighted during flying demonstrations at LSUS. Kite flying will take place from 1 to 5 p.m. in



Locals will have the opportunity to see professional kite flying during free demonstrations and educational presentations each day.

the grassy areas on the east side of the LSUS campus. Competition flying will take place at LSUS, 11 a.m. to 2 p.m., Oct. 17-19.

At the Shreveport Convention Center, the community is also invited to watch the free indoor flying competition from 7 to 9 p.m., Oct. 17, and to attend a free tradeshow featuring kite manufacturers and more on Friday night from 7 to 9 p.m., Oct. 19.

For more information, visit www.SBFunGuide.com.

Powerboat Nationals Returns, Sept. 1-2

The Powerboat Nationals Grand Prix of Louisiana U.S. National Championship, Sept. 1-2, is back for its third year on the Red River. The Powerboat Nationals has been called "NASCAR on water" because of the speed, agility and showmanship of the powerboats. Racing will take place near the Texas Street Bridge and begins at noon on Saturday and Sunday.

"We are very excited to have the Powerboat Nationals back on the Red River," said Kelly Wells, executive director of the Shreveport-Bossier Sports Commission. "This year is going to be bigger and better with the new events we have added."

The Saturday and Sunday events will feature live music along the riverfront at Riverview Park in



Powerboat Nationals returns, Sept. 1-2, to the riverfront for a family-friendly event that is free and open to the public.

Shreveport and the Louisiana Boardwalk Outlets in Bossier City beginning at 6:30 p.m. On Saturday, the Red River Log Jam Cornhole Tournament will begin at 10 a.m. behind Bass Pro Shops at the Louisiana Boardwalk Outlets. Registration is \$30 per team. At Riverview Park, a kids' zone will be open both nights beginning at 6:30 p.m., and the LSU Tigers versus Miami Hurricanes game will be shown on a large outdoor screen at Riverview Park at 6:30 p.m., Sept. 2.

For a complete list of entertainment and race schedule, visit www.ShreveportBossierSports.com.

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Industry Briefs:

Red River STEM (Science, Technology, Engineering and Math), Inc., has hired Dianne Clark as the new executive director for Sci-Port Discovery Center. Clark has 29 years of experience in technical education and most recently served as the Chief Workforce Development Officer and Mansfield Campus Dean for Northwest Louisiana Technical College. She began her position with Red River STEM on Aug. 13.

A new local business has opened in the East Bank District. **BeauxJax Crafthouse** offers Cajun and Creole classics such as chicken and sausage gumbo, po-boys, beignets, and more. The restaurant also features

a 21-and-up game room and bar called **The Rouxgaroux Bar**. BeauxJax Crafthouse is located at 501 Barksdale Blvd., Bossier City.

Shreveport-Bossier continues to see economic gains from the **Louisiana Tax Free Shopping** initiative for international visitors. A report released by VisaVue Travel states that in the second quarter of 2018 in Shreveport-Bossier, the total amount spent by international visitors was \$503,535 and spending grew by 4% year-to-date.

Shreveport-Bossier hosted one of four free social media workshops as part of **Lt. Governor Billy Nungesser's Rural Tourism Initiative**, Thursday, Aug. 30.

Board of Directors:

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