

# 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. SRAC 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 \$60,000 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.

Would you like to learn about media buying on a shoe string budget? If so, an upcoming informative seminar on inexpensive advertising is just for you. It will be held at the bureau's office in downtown Shreveport, 11 a.m., Monday, October 24. To reserve a spot, please contact Sarah McKinney, communications coordinator, at 429-0645 or smckinney@sbctb.org.

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates



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news from shreveport-bossier convention and tourist bureau

# TRAVEL TALK

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 65 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 (pictured above) was the keynote speaker.

Lt. Gen. Russel Honore, who has singlehandedly 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.

## 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 commu-

nity for providing outstanding services in accordance with international standards and benchmarks in this field."

The SBCTB provided evidence of compliance with 58 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.

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Attraction receives Grant on back

## Dates to Remember:

### Shreveport-Bossier Hotel and Lodging Association

Sept. 13, noon, Petroleum Club  
Oct. 11, noon, Petroleum Club

### Hospitality Breakfast

Sept. 7, 8 a.m., Sonic at Bass Pro Shop  
Oct. 5, 8 a.m., Skybox at the State Fairgrounds of Louisiana

### Tourism on the Town:

Sept. 8, 5-7 p.m., Multicultural Center of the South  
Oct. 13, 5-7 p.m., Allure Ultra Lounge at Eldorado Casino & Resort

### Louisiana Restaurant Association

Sept. 20, 6 p.m., Robinson Film Center  
Oct. 10, Golf Tournament at East Ridge Country Club  
Oct. 18, 6 p.m., Chianti's

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

Gay List Daily



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[www.shreveport-bossier.org](http://www.shreveport-bossier.org)



# FUN GUIDE!

Calendar of Events

September/October through 9/20 Electrolytes: Replenishing Sisterhood 3. Pamoja Art Society/Cultural Center.

9/2 Travis Porter Concert. Municipal Auditorium.

9/3 Port City Classic Old School and New School parties. Shreveport Convention Center.

9/3 2011 Port City Classic. Independence Stadium.

9/3 First Saturday Tour: Greco-Roman Tour. R.W. Norton Art Gallery.

9/4 Sci-Five Sunday. Sci-Port: Louisiana's Science Center.

9/10 Krewe de les Femmes Mystique Coronation. DiamondJacks Casino & Resort.

9/17 Saturday Speaker Series: Cool Plants for the Cool Season. R.W. Norton Art Gallery.

9/20 Taylor Swift Speak Now World Tour 2011. CenturyLink Center.

9/23-24 3rd Annual BPCC 100 Mini NASCAR Race presented by Encana Oil & Gas Inc. Bossier Parish Community College.

9/24 Harvest and Heritage Tour. Hwy. 3049 Gilliam.

9/24 Fantastic Mr. Fox. Artspace

9/25 Corn Maze at Country Fun Farms. Country Fun Farms.

9/30 Tornado Alley IMAX. Sci-Port: Louisiana's Science Center.

through 10/16 Special Exhibition: Blossom II - The Art of Flowers. R.W. Norton Art Gallery.

through 10/2 Red River Quilter's. Riverview Hall.

10/1 First Saturday Tour: Halloween Tour. R.W. Norton Art Gallery.

10/1-8 Red River Revel Arts Festival. Festival Plaza.

10/29 2011 Shreveport Classic. Independence Stadium.

10/7 Krewe of Highland Coronation Bal Masque. Louisiana State Exhibit Museum.

10/8 Maze featuring Frankie Beverly. Municipal Memorial Auditorium.

10/8-9 Shop Til You Drop Arts Craft & Gift Show. Bossier Civic Center.

10/14 Hotel California "A Salute to the Eagles." Strand Theatre.

10/15 Brew. Festival Plaza.

10/19 Candlelight Halloween Tour. Logan Mansion.

10/20 Young Frankenstein. Strand Theatre.

10/21 Movies & Moonbeams: Gnomeo and Juliet. Betty Virginia Park.

10/22 "Velo Dendro" - a bicycle tour of Shreveport's Trees. Columbia Cafe.

10/27 The State Fair of Louisiana - 2011. Louisiana State Fairgrounds.

10/29 Shreveport Opera presents "The Merry Widow." Riverview Theatre.

shreveportbossierfunguide.com

Submit your events on the Fun Guide for FREE

## Your Bureau at Work

**Dianna Douglas**, regional sales manager recently attended the American Society of Association Executives (ASAE) conference in St. Louis, Mo. 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 especially important because of the large number of major association decision makers in attendance.



Dianna Douglas  
Regional Sales  
Manager

**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. Bureau awards include a Silver Addy for the Police Jury Association Postcard and two Bronze awards for the American Truck Historical Society Bid Proposal 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 FalconApps handled the design and programming of these upgrades.

**Stacy Brown**, president of the bureau, traveled 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 livability for responsible planning practices for America's byways.



Stacy Brown  
President

**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.

## Shreveport-Bossier rolls out the red carpet for LMA

The Louisiana Municipal Association, made up of elected officials from around the state, took place in Shreveport-Bossier, August 4-6, at the Shreveport Convention Center. The Shreveport-Bossier Convention and Tourist Bureau partnered with the cities of Shreveport and Bossier City to make the conference a reality. Because of the magnitude of this conference, the event was city-wide with delegates staying in at least seven other hotels besides the Hilton Shreveport.

"This was a significant event for our community," said Stacy Brown, bureau president. "By partnering with our local governments, we were able to bring this group and we rolled out the red carpet for them to make them feel special and welcomed in our community."

The economic impact of the convention to the sister cities was estimated at \$805,926 and brought in about 1,669 delegates and spouses, a substantial increase from the estimated 1,300 participants. The last time the LMA conference was held here was in 2005. Since then the area

has added more hotel rooms, attractions such as the Louisiana Boardwalk, and the Shreveport Convention Center and Hilton Hotel, where the event was hosted.

Shreveport Mayor Cedric Glover was a presenter at this year's LMA Conference. His presentation outlined the city's program to help citizens reclaim their neighborhoods by working with code enforcement and police to repair homes, beautify streets and fight crime.

**"This was an outstanding convention, one of the best I have attended in my eight years of being involved in the LMA, and I commend the City of Shreveport for a job well done."**

Conference Attendee,  
City of Hammond Mayor, Mayson Foster



## 2011 Holiday Trail of Lights reinvents itself and holiday experience

The Holiday Trail of Lights and its partners are gearing up for the holiday season early this year due to exciting new changes.

This year 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](http://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@sbctb.org](mailto:smckinney@sbctb.org).



Abbie Smith, Miss Christmas on Caddo 2010 (pictured above) was in attendance at the Holiday Trail of Lights media event held in Shreveport-Bossier on August 10. The event was held at the Barnwell Garden and Art Center where the new cities were announced.

## BP grant aids tourism promotion in area

Following the Deepwater Horizon oil spill off the coast of Louisiana in 2010, BP awarded \$30 million to be split between 64 parishes specifically for tourism marketing. The money was awarded based upon population and is mandated to be used outside of the state for the sole purpose of attracting visitors to Louisiana.

Shreveport-Bossier collectively received \$150,000. Caddo and Bossier parish governing bodies enlisted the tourism marketing expertise of the Shreveport-Bossier Convention and Tourist Bureau. The groups agreed to spend the dollars on increasing air passengers' utilization of the Shreveport Regional Airport as well as to generate positive brand awareness. Other projects that will be funded by those dollars include the fall Rendezvous on the Red campaign, 2012 Bicentennial Celebration of Louisiana, Scenic Byways (Boom or Bust-LA 2), and attraction and event marketing.

These dollars cannot be regranted. The plan received final approval by the Louisiana Office and Tourism and BP. The funds will be expended in 2011 and 2012.



## CONVENTION CALENDAR

DATE	EVENT
Sept. 2 - 3	Port City Classic
Sept 9 - 10	Louisiana Rodeo Cowboy's Association
Sept. 10	Battle on the Border
Sept. 22	Louisiana Workforce Commission
Sept. 25 - 27	Louisiana Veterinary Medical Association
October 1 - 2	Louisiana Branch International Dyslexia Association
October 5 - 7	Louisiana Conference on Homeless
October 6 - 8	Louisiana Architects Association
October 14 - 15	Red River Rounders
October 21 - 22	Run with the Nuns
October 26 - 28	Caddo Parish Juvenile Detention Center

For a complete list of upcoming conventions visit [www.shreveport-bossier.org/meetings/calendar](http://www.shreveport-bossier.org/meetings/calendar)