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Destination 318 Announces Winners Of \$100k Tourism Grant Competition

Shreveport-Bossier, LA – After months of idea development, workshops, and pitches, Visit Shreveport-Bossier and the Entrepreneurial Accelerator Program (EAP), a division of BRF, are thrilled to announce the winners of **Destination 318**, a competitive grant program designed to fuel tourism-driven business development in the region.

“This competition is our platform for innovation and impact in our community,” says Stacy Brown, President & CEO of Visit Shreveport-Bossier. “Destination 318 was created to elevate the voices of local entrepreneurs who see the opportunity to strengthen our region. These businesses represent the future of Shreveport-Bossier and will help build experiences that connect people with our unique culture.”

A total of \$100,000 in funding was awarded to the six winning businesses selected by a panel of judges. One winner also received an additional \$2,000 People’s Choice Award, voted on by the public.

The winners of the 2025 Tourism Pitch Competition are:

1st Place - \$50,000 - Kanteen Park

Revitalizing an underutilized area in downtown with a vision for an open-air entertainment venue featuring a stage, dining area, and space for games, supported by strategic property acquisitions.

2nd Place - \$25,000 - The Noble Pedicab

This service will provide safe, year-round transportation around the downtown areas of Shreveport-Bossier, inviting visitors from all areas to enjoy local activities and festivities.

3rd Place - \$10,000 - Wonder Oasis

Expanding the water park into the fall and winter months with holiday festivals, transforming it into a vital entertainment attraction with year-round activities and events.

4th Place - \$7,500 - Roots

A cultural center dedicated to incubating the best and brightest talents in the culinary, visual, and performing arts.

5th Place - \$5,000 - Port City Pedal Tours

Offering guided tours on multi-seater, group-powered pedal vehicles, combining participant pedaling with a gas motor operated by a knowledgeable guide.

6th Place - \$2,500 - SB Rides

Offering small guided bicycle tours for up to 25 people in Shreveport-Bossier, with plans to expand into e-bikes, scooters, pedicabs, and bike bars.

People's Choice \$2,000 – Port City Pedal Tours

Offering guided tours on multi-seater, group-powered pedal vehicles, combining participant pedaling with a gas motor operated by a knowledgeable guide.

The competition was open to individuals and businesses aiming to create or expand tourism-focused experiences in Shreveport-Bossier. Each participant attended 3 mandatory workshops hosted by EAP, covering topics such as business model best practices, marketing strategies, and the keys to sustainable growth.

Destination 318 is aligned with Visit Shreveport-Bossier's Destination Masterplan: a roadmap for long-term tourism development that supports initiatives to attract more investment into the community, increase overall visitor spending, and improve the quality of life in Caddo and Bossier Parishes. This competition reflects a shift in how the region is investing in its identity and in the people who shape it.

For more information about the Destination 318 program or the winning businesses, visit www.VisitShreveportBossier.org/destination-318.

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About Visit Shreveport-Bossier:

Visit Shreveport-Bossier is the official destination marketing organization for Shreveport-Bossier City, Louisiana. The organization promotes the area as a premier destination for leisure travel, meetings, and events—driving economic growth and supporting local businesses. For more information, visit www.VisitShreveportBossier.org.