

FALL 2017

# GATOR GRAM

LAKE CHARLES/SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU

LAKE CHARLES SULPHUR WESTLAKE DEQUINCY VINTON IOWA



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## U.S. Tourism Quality Index: Lake Charles Ranks #2 for Small Destinations

With the vast amount of data available to analyze online, it is no surprise that the sentiment of consumers is being heard and considered strongly in almost every industry. Most people read review websites before making a purchase, no matter how large or small, and the same rings true for those looking to take a vacation or mix in a little leisure with business travel – often referred to as “*bleisure*.” Websites like Trip Advisor, Yelp or even social media sites come to mind whenever people are looking to get recommendations.

Taking this into consideration, the U.S. Tourism Quality Index ranked Lake Charles as #2 in the entire nation for the “experiential quality” for small destinations. The sentiments that were measured include culture, entertainment, sightseeing, sports & adventure, culinary and lodging. The rankings are based on the analysis of the number of products or experiences with “Very Good” or “Excellent.” The top 10 small destinations include: Tallahassee, FL; Lake Charles, LA; Bend, OR; Dothan, AL; Augusta, GA; Greenville, SC; Greensboro, NC; Mesa, AZ; Pensacola, FL; and Hot Springs, AR.

“We could not be prouder of this ranking. It is evident that the hospitality community in Southwest Louisiana is working hard to deliver an exceptional visitor experience. The staff at the bureau is grateful for the many partnerships that we have across all sectors in the hospitality community. With everyone working together, great things can be accomplished from hosting successful events, conferences, media tours or the individual leisure traveler,” said Shelley Johnson, executive director of the Lake Charles/Southwest Louisiana CVB (LC/SWLA CVB).

The LC/SWLA CVB works diligently to showcase the best of the area through public relations efforts, hosting travel writer conferences as well as implementing hospitality training seminars and social media community trainings. The bureau is extremely active online in promoting partners in tourism in Southwest Louisiana and creating that sense of online community across many platforms.

To engage with the bureau online, go to [www.VisitLakeCharles.org](http://www.VisitLakeCharles.org), and from there, you can follow us on Twitter, Facebook, Pinterest, YouTube, Instagram, or you can read and subscribe to our blog.

[www.VisitLakeCharles.org](http://www.VisitLakeCharles.org) #VisitLakeCharles

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**LAKE CHARLES**  
SOUTHWEST LOUISIANA  
CONVENTION & VISITORS BUREAU

## THE BUREAU STAFF

### **Shelley Johnson, CDME, LCTP**

*Executive Director*

#### **ADMINISTRATION**

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*Director of Administration & Satellite Office*

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#### **SALES & SERVICES**

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*Digital Media Manager*

Amanda Reeves

*Public Relations Manager*

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*Media Relations Manager*

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#### **VISITOR INFORMATION**

Melissa Trahan

*Tourist Information Manager*

Jamey Kadhim

*Tourist Information Weekend Manager*

Nicole Manuel

*Tourist Information Assistant*

Angela Hammond

*Tourist Information Assistant/Adventure Guide*

#### **BOARD OF DIRECTORS**

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# LATER GATOR

*A message from our executive director*

The transition from summer into fall this year was met with challenges from Mother Nature with an active hurricane season. Our hearts and prayers go out to residents and many of our friends in the hospitality industry across all the impacted areas. Our neighbors to the west and many of our own residents are working toward recovery. It is during times like this that the hospitality community pulls together, working with volunteers, nonprofit organizations, local government and those who give of their time and funds to assist those in need.

The bureau staff works diligently to plan the 2018 budget year across all categories from sales, marketing, public relations, media/sales missions to promotions and more. With the number one market for Southwest Louisiana facing recovery and rebuilding, the staff is relying on research to explore secondary and tertiary markets while also nurturing relationships in the hub of Houston and surrounding suburbs from sales contacts to connections with media.

This October, the bureau is working on two major video projects to capture the best of what Southwest Louisiana has to offer. One project is for BrandUSA, the umbrella organization for marketing the United States on the international stage. The video will focus on music and the outdoors. Secondly, the bureau is producing 360° videos to showcase the breadth of experiential, virtual tourism. The 360° video project will be immersive for the viewer.

Finally, to bring in more visitors off Interstate 10, the CVB is replacing vinyl on existing billboards from the west heading toward Lake Charles to entice travelers to stop at Creole Nature Trail Adventure Point in Sulphur or at the CVB's Welcome Center in Lake Charles. Our knowledgeable adventure guides and travel counselors will then be able to suggest additional experiences for visitors to have while in Southwest Louisiana.

Looking forward to a productive fall and gumbo weather!

Shelley Johnson, CDME, LCTP  
Executive Director



## Athletic Partnerships

The bureau has teamed up with McNeese State University, Louisiana State University and the Saints this year to promote Southwest Louisiana. Each year, the bureau participates in the "Partner with the Pokes" program with Gumbeaux Gator and Rowdy having a scavenger hunt around Southwest Louisiana, and the partnership also includes a commercial during games and a program ad. This is a great way for the bureau to be in front of the home team crowd and visitors to showcase what they might want to check out while in the area. The LSU social media and online program along with the Saints radio partnership both capture the imaginations of sports fans of what they can see and do in the area.



# COMING UP

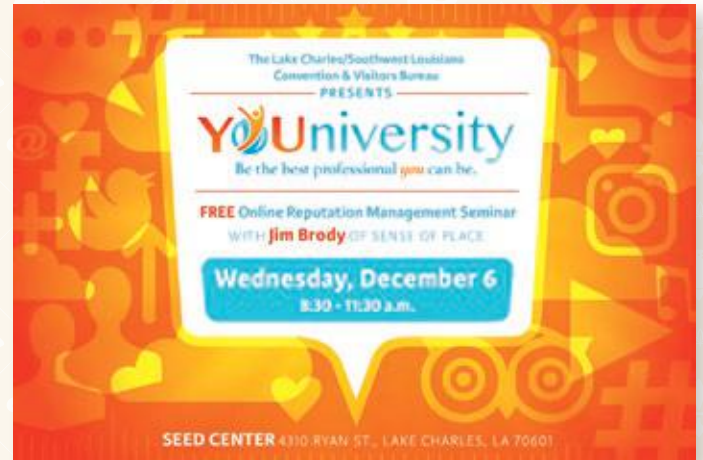
## YOUiversity – Free Reputation Management Master Class December 6

Join international online media guru Jim Brody at the SEED Center on Wednesday, Dec. 6 for a master class on Reputation Management.

Held from 8:30-11:30a.m., this class will cover the behavior of social media users, turning the right visitors into online advocates and social media best practices. Also, learn how to best leverage your platforms, gain permission to use third party content, and effectively measure your social media strategies.

Jim Brody is a Destination Marketing expert who has worked with some of the world's biggest Tourism Marketing Platforms including TripAdvisor, Oyster.com and Travelzoo. He has now ventured out on his own and started "Sense of Place," a training organization which aims to share best practice digital marketing principles across the globe.

Presented by the Lake Charles Convention & Visitors Bureau, this class is free, but pre-registration is required.



**REGISTER NOW!**  
[VisitLakeCharles.org/YOUiversity](http://VisitLakeCharles.org/YOUiversity)

## Louisiana Tourism Summit to be Held in Lake Charles in 2018



CVB board members Samuel Wilkinson, Brant Parish and Edwina Medearis, multiple CVB staff members, along with Creole Nature Trail board members Capt'n Sammie Faulk and Paul Guillory attended the Louisiana Lt. Governor's Tourism Summit in New Orleans this August. This 3-day educational opportunity is held each year and features a keynote address from the Lt. Governor, top educational speakers from around the country, workshops addressing the latest industry trends as well as opportunities to network with other tourism professionals. The closing luncheon in New Orleans was co-sponsored by the Lake Charles CVB where the announcement was made that Golden Nugget Lake Charles will play host to this event August 21-23, 2018. Let's get ready to welcome the entire Louisiana tourism industry to SWLA in 2018!

# PRESS ROOM

## Culinary Trails Media Mission in the Big Apple



Chef Lyle Broussard



Chef Justin East

On November 7, Chef Lyle Broussard from L'Auberge Casino Resort's Jack Daniel's Bar & Grill, and Chef Justin East from Golden Nugget Lake Charles' Vic and Anthony's, will join some of the state's finest chefs for a two-hour reception showcasing Louisiana's destinations through the best of their culinary offerings for a crowd of editors, writers, bloggers, group tour operators and VIP consumers, as part of the Louisiana Culinary Trails New York Media Mission. Studio 404 in NYC will be transformed into a Louisiana-themed experience, with attendees taking a full tour of the state as they move through the venue and taste each dish.

CVB staff members, Shelley Johnson and Amanda Reeves will accompany the chefs during the Louisiana Culinary Trails Media Mission, along with staff from the Louisiana Travel Promotion Association. Throughout their stay, they will have the opportunity to promote Southwest Louisiana to editors from *Food Network Magazine*, *Travel + Leisure*, *USA Today*, *Bon Appétit* and several other New York City media outlets, as well as freelance writers.

## Garden & Gun Cast and Blast

*Garden & Gun*, one of the South's premier lifestyle magazines, has partnered with the Louisiana Office of Tourism to offer a Cast & Blast excursion at Grosse Savanne Lodge. The "Cast & Blast" package, complete with 2-day guided duck hunt, fishing excursion and accommodations at Grosse Savanne Lodge, was offered to their more than 1 million readers, based on limited availability. This exclusive event was held Sept. 13-15 and brought the *Garden & Gun* executive staff to Southwest Louisiana, along with Lt. Governor Billy Nungesser and key Louisiana Office of Tourism staff.

## Travel Media Press Mentions

After visiting Lake Charles on press tours, journalists have put Southwest Louisiana in the spotlight with stories in major travel publications. Lake Charles was featured on both Business Insider's "100 trips everyone should take in their lifetime" list as well as National Geographic Traveler's "Road Trip Louisiana" article. To read these and other articles, go to [www.VisitLakeCharles.org/mediacoverage](http://www.VisitLakeCharles.org/mediacoverage).

BUSINESS  
INSIDER

NATIONAL  
GEOGRAPHIC  
TRAVELER

## Bayou Rum Media Tour



For the 2nd year, the CVB joined forces with Bayou Rum October 3-5 to showcase Southwest Louisiana to several media members from all over the United States, who primarily write about cocktails and spirits.

While in Southwest Louisiana, the group also attended a tour and tasting at Bayou Rum distillery, an eco-tour along the Creole Nature Trail and climbed aboard a float at the Mardi Gras Museum. Additionally, they had an opportunity to experience the culinary offerings and craft cocktail creations by some of Lake Charles' finest chefs and mixologists, featuring Bayou Rum products.



# AROUND TOWN

## Yellowfin Vodka Distillery

There's a new spirit in Southwest Louisiana: Yellowfin Vodka. Creator and owner, Jameson Truth, opened the doors to the distillery, located at 1716 E Burton Street in Sulphur, in April 2017. Within one week, he was completely sold out of his first batch. Every drop of Yellowfin Vodka is carefully crafted from locally sourced crystallized sugar cane and is fermented, distilled, filtered and bottled at the Sulphur distillery. Truth gives tours of the vodka making process Wednesday–Friday, 11 a.m.–6 p.m. and Saturday, 11 a.m.–4 p.m. Yellowfin recently signed with Southwest Beverage Co., and by the new year, bottles will be available at several Lake Charles/Sulphur grocery stores, bars and restaurants. Until then, you can visit the distillery to purchase a bottle for \$25. Take a quick tour, enjoy a tasting, and take home a bottle (or two) of Louisiana's newest craft spirit, exclusively in SWLA. We can raise a glass to that!



## Golf Digest: Best Golf Courses in Louisiana

Gray Plantation, Contraband Bayou and Country Club at Golden Nugget have been recognized on the 2017-2018 *Golf Digest Top 10 Golf Courses in Louisiana*. *Golf Digest* is the #1 most widely-read golf publication in the world and the authority on how to play, what to play and where to play. In 1977, *Golf Digest* first started ranking the best courses in each state, 11 years after the debut of the national list. Learn more about all of the golf offerings in the area at [VisitLakeCharles.org/Green](http://VisitLakeCharles.org/Green).

## L'Auberge Casino Resort – USA TODAY's Readers' Choice Award

This past August, L'Auberge Casino Resort Lake Charles ranked 4th of all U.S. casinos as chosen in *USA Today's* competitive 10 Best Reader's Choice travel awards contest. The casino resort is being honored for the second time in three years as one of the best casinos in the country and the highest ranked in Louisiana. *USA Today 10 Best* teamed up with a panel of experts with extensive knowledge of the travel and gaming industry to nominate 20 casinos as the best in the USA, and the final winners were determined by popular vote.







## 2018 Festival Calendar: Calling for Events!

The Lake Charles/Southwest Louisiana Convention & Visitors Bureau is compiling information for the 2018 Festival Calendar of Events. We will soon print 65,000 copies of the calendar, which will include events taking place from January through December 2018.

All event listings are free! You may easily submit your events online at [www.visitlakecharles.org/submit](http://www.visitlakecharles.org/submit). The deadline to submit events is **Friday, October 27, 2017**.



## Holiday Contests

The aroma of holiday spices and gingerbread will soon fill the air! Entry forms are now available for the Annual Gingerbread House Contest, which will be on display from Dec. 2-26 at the CVB's Welcome Center (1205 N. Lakeshore Dr., Lake Charles). The awards ceremony will be held at noon on Saturday, Dec. 2. The deadline for entering the contest is **Thursday, Nov. 16**. For more information or to sign up for the contest, go to [VisitLakeCharles.org/Gingerbread](http://VisitLakeCharles.org/Gingerbread).

A new contest is also being offered this year - the Mini Christmas Tree Decorating Contest! Those interested in participating must pick up their free tree to decorate from Creole Nature Trail Adventure Point (2740 Ruth St.) by **Friday, Nov. 17**. Fifty trees will be available on a first-come, first served basis. An awards ceremony will be held at 5:30p.m. on Friday, Dec. 8 at the Henning Cultural Center (923 Ruth St., Sulphur), and the decorated trees will be on display through Dec. 26. For more information, go to [VisitLakeCharles.org/ChristmasTree](http://VisitLakeCharles.org/ChristmasTree).



## Lake Charles Sesquicentennial Chosen as a AAA Southern Traveler Travel Treasure

The Lake Charles Sesquicentennial was recently chosen as a AAA *Southern Traveler* Travel Treasure and is featured in the September/October edition of AAA *Southern Traveler*. The half page article and photo outlines the events surrounding the celebration in honor of the history and traditions of the City of Lake Charles. The AAA *Southern Traveler* is mailed to more than 610,000 AAA households, and Travel Treasures are either attractions or events that are selected for their appeal to AAA members. For more information on the Sesquicentennial, log onto [www.visitlakecharles.org/LakeCharles150](http://www.visitlakecharles.org/LakeCharles150) or to learn more about the history of the area, download the Lake Charles historic app.



## Photo of the Month

Ask any Louisiana native, and they'd have to agree; when it comes to skyscapes – Louisiana does it best. From sunrise to sunset, locals and visitors cannot help but snap a picture of these mystic views. This curiously pink sky photo was captured by Pratik Thapa while exploring the Creole Nature Trail. By tagging the photo with #VisitLakeCharles, his image was selected as Photo of the Month. Share your images with #VisitLakeCharles, and your photo could be featured next.



# CHRISTMAS IN SOUTHWEST LOUISIANA



Starting in November, Christmas gets into full swing with shopping events, cultural happenings and citywide festivals throughout Southwest Louisiana. It's a festive time to get out and enjoy the community spirit that is so prevalent in the area. Every year, the bureau produces a Southwest Louisiana Christmas Lighting Festival brochure that is distributed to every advertising inquiry – and it's also available for visitors who are in town looking for events to enrich their stay.

Everything from holiday shopping at the annual *Mistletoe and Moss Holiday Market* to “snow” at *Christmas Under the Oaks* awaits anyone who wants to join in the holiday festivities. Performing arts are also in full force with a performance of *Handel's Messiah*, a Christmas concert performed by the *FG Bulber Youth Orchestra*, ACTS Theatre's *Dashing Through the Snow*, Lake Charles Civic Ballet's *'Twas the Night Before Christmas*, Moscow Ballet's *The Nutcracker*, *A Christmas Story* at the Mines Theatre and the traditional *Louisiana Choral Foundation Christmas Concerts*. There are other concerts, church plays and musicals happening throughout the area as well.

For more information on times and additional holiday events, log on to [VisitLakeCharles.org/CajunChristmas](http://VisitLakeCharles.org/CajunChristmas). Or, you can stop by the bureau's welcome center at 1205 N. Lakeshore Drive to pick up a copy of our Christmas brochure.

## EVENT CALENDAR

For a complete schedule of events, log onto [www.visitlakecharles.org](http://www.visitlakecharles.org).

### OCTOBER .....

- 13 **McNeese Soccer vs. Abilene Christian**  
McNeese Cowgirl Field/Lake Charles
- 13 **“Tales from the Yoga Mat” Yoga Class**  
The Yoga Center/Lake Charles
- 13-28 **Real Zombie Hunt Outdoor Adventure**  
Bayou Games Paintball Complex/Lake Charles
- 13, 15 **Louisiana Choral Foundation Fall Concert**  
University United Methodist Church/  
Lake Charles
- 13-31 **The Lost Hollows Haunted Trails**  
Spirit Halloween Store/Lake Charles
- 13-31 **Zombie Patrol – by Lake Area Adventures**  
Industrial Avenue/Lake Charles
- 13-11/25 **Johnathan Moore Exhibit**  
Black Heritage Gallery/Lake Charles
- 13-11/25 **Kim Allison-Hebert & Sarah Trahan Exhibit**  
Walnut Grove Post Office/Lake Charles
- 13-12/7 **Annual Faculty Exhibition**  
McNeese Grand Gallery/Lake Charles
- 14 **A Bridge to Publication**  
Central School Arts & Humanities Center  
/Lake Charles
- 14 **Lighthouse Run**  
Holly Beach/Cameron
- 14 **McNeese Champagne Bingo**  
Burton Complex/Lake Charles
- 14 **McNeese State Volleyball vs. UCA**  
McNeese Memorial Gym/Lake Charles
- 14 **Movies in the Square – Goosebumps**  
The Grove at Heritage Square/Sulphur
- 14 **Watercolor Workshop with Bridget Vallery**  
Gallery by the Lake/Lake Charles
- 14 **Velvet Pig Cooking Class: French Influence**  
Walnut Grove/Lake Charles
- 14 **Vinton Heritage Festival**  
Downtown Vinton
- 14, 21 **Charlestown Farmers Market**  
(Downtown)  
1911 Historic City Hall/Lake Charles
- 14, 28 **Murder at Moon Mansion – Interactive**  
Dinner Theatre  
The Mines Theatre/Sulphur
- 15 **McNeese State Soccer vs. Incarnate Word**  
McNeese Cowgirl Field/Lake Charles
- 16 **McNeese Jazz Band Concert**  
McNeese Tritico Theatre/Lake Charles
- 17 **McNeese State Volleyball vs. Prairie View**  
McNeese Memorial Gym/Lake Charles
- 17, 24 **Cash & Carry Farmers Market**  
Cash & Carry Building/Lake Charles
- 31 **LA Manufactured Housing Annual**  
Conference  
Golden Nugget Lake Charles

- 18-22 **Cal Cam Fair**  
West Cal Arena & Events Center/Sulphur
- 18-3/10 **Thoroughbred Racing**  
Delta Downs Racetrack Casino Hotel/Vinton
- 19 **Music at MorganField: Wayne Toups**  
The Village at MorganField/Lake Charles
- 19 **Women's Commission Annual Fall**  
Conference  
Lake Charles Civic Center
- 20 **Chuck Fest 5k**  
Luna Live/Lake Charles
- 20 **McNeese Homecoming Golf Tournament**  
Mallard Cove Golf Course/Lake Charles
- 20-11/20 **Pets Exhibit**  
Henning Cultural Center/Sulphur
- 21 **ArtsFest**  
Lake Charles Civic Center, Exhibition Hall
- 21 **Chuck Fest**  
Downtown Lake Charles
- 21 **Culture Fest**  
Lake Charles Civic Center
- 21 **The Danimal - 10k, 25k & 50k Trail Race**  
Sam Houston Jones State Park/Moss Bluff
- 21 **Ethel Precht Breast Cancer Walk**  
Lake Charles Civic Center
- 21 **Imagination Celebration: Louisiana**  
Saturday Night  
Cash & Carry Building/Lake Charles
- 21 **La Ville Uni Festival**  
Managan Center Complex/Westlake
- 21 **McNeese Football vs. Incarnate Word**  
McNeese Cowboy Stadium/Lake Charles
- 21 **Our Ladys School Holiday Market**  
Our Lady of Prompt Succor/Sulphur
- 21-22 **Bell City Rodeo**  
Burton Complex/Lake Charles
- 22 **Faculty/Guest Artist Series: Barbara Belew**  
and Patricia Horvath, harp  
McNeese Tritico Theatre/Lake Charles
- 22-24 **LA Council for Social Studies Annual**  
Meeting  
West Cal Arena & Events Center/Sulphur
- 24 **Emily Lancon, soprano**  
McNeese Tritico Theatre/Lake Charles
- 25 **McNeese Percussion Ensemble Concert**  
McNeese Tritico Theatre/Lake Charles
- 26 **Cash & Carry Farmers Market**  
Prien Lake Park/Lake Charles
- 26 **Music at MorganField: Cedryl Ballou & the**  
Zydeco Trendsetters  
The Village at MorganField/Lake Charles
- 26-29 **McNeese Rodeo**  
Burton Complex/Lake Charles

- 26 **Sadie Robertson in Concert**  
Glad Tidings Church/Lake Charles
- 26-29 **KC Productions: Sweeney Todd**  
Central School Arts & Humanities Center  
/Lake Charles
- 27 **Chamber SWLA 18th Annual Golf**  
Tournament  
Gray Plantation/Lake Charles
- 28 **Boudin Wars**  
Henning Cultural Center/Sulphur
- 28 **Calcasieu Parish High School**  
Championship Swim Meet  
SPAR Recreation & Aquatic Center/Sulphur
- 28 **Dutch Oven Cooking**  
Sam Houston Jones State Park/Moss Bluff
- 28 **Lake Area Runners Spooky Trail 10 Miler**  
Sam Houston Jones State Park/Moss Bluff
- 28 **Movies in the Square: Hocus Pocus**  
The Grove at Heritage Square/Sulphur
- 28 **OktoBARfest**  
Downtown Lake Charles
- 28 **Stars & Stripes in the Park Car Show**  
Heritage Square/Sulphur
- 28 **Sulphur Flea Market**  
West Cal Arena & Events Center/Sulphur
- 28 **Thin Mint Sprint 5K & Fun Run**  
Lake Charles Civic Center
- 29 **Shaken not Stirred, the Music of James**  
Bond  
Golden Nugget Lake Charles
- 29 **Victory Worship Fall Fest**  
West Cal Arena & Events Center/Sulphur
- 31 **Harvest Fest 2017**  
Lake Charles Civic Center
- 31 **Downtown Trick or Treat Candy Crawl**  
Various Locations/Downtown Lake Charles
- 31 **Creepy Crawlers Bar Crawl**  
Pops & Rockets/Lake Charles
- 31 **Lake Charles Community Band Halloween**  
Concert  
Lake Charles Civic Center

### NOVEMBER .....

- 1 **McNeese Wind Symphony Concert**  
McNeese Tritico Theatre/Lake Charles
- 2 **Affair d'Art**  
Treasures of Marilyn's/Lake Charles
- 2 **Groovin at the Grove**  
Walnut Grove Neighborhood/Lake Charles
- 2 **Philanthropy Celebration Awards**  
Breakfast  
L'Auberge Casino Resort/Lake Charles
- 2 **McNeese State Volleyball vs. UNO**  
McNeese Memorial Gym/Lake Charles

- 2, 16 **Charlestown Farmers Market**  
Lock Park/Lake Charles
- 3 **Jalen Byrd, tenor; Kevin Delaney, baritone**  
McNeese Tritico Theatre/Lake Charles
- 3 **Santa's Arrival Celebration**  
Prien Lake Mall/Lake Charles
- 3-4 **Hope Holiday Market**  
Maplewood First Baptist Church/Sulphur
- 3-5, 10-12 **The 39 Steps**  
Lake Charles Little Theatre
- 4 **Itinerant Theatre's “Coffee House**  
Theatre”  
Stellar Beans/Lake Charles
- 4 **McNeese State Football vs. Southeastern**  
McNeese Cowboy Stadium/Lake Charles
- 4 **McNeese Volleyball vs. Southeastern**  
McNeese Memorial Gym/Lake Charles
- 4 **Miss Mardi Gras Pageant**  
Lake Charles Civic Center
- 4 **Walnut Grove 5k & Nutty Fun Bubble Run**  
Walnut Grove/Lake Charles
- 4, 11, 18, 25 **Charlestown Farmers Market (Downtown)**  
1911 Historic City Hall/Lake Charles
- 4-5 **H.E.R.P.S Exotic Reptile & Pet Show**  
Lake Charles Civic Center
- 4-5 **McNeese Goat Tying Clinic**  
Burton Complex/Lake Charles
- 7 **Lucas Drost, baritone**  
McNeese Tritico Theatre/Lake Charles
- 7, 14, 21, 28 **Cash & Carry Farmers Market**  
Cash & Carry Building/Lake Charles
- 7-10 **LA Association of Self Insured Employers**  
Annual Meeting  
Golden Nugget Lake Charles
- 9 **Cash & Carry Farmers Market**  
Prien Lake Park/Lake Charles
- 10 **McNeese Choir Concert**  
McNeese Tritico Theatre/Lake Charles
- 10 **Moscow Ballet Great Russian Nutcracker**  
Lake Charles Civic Center
- 10 **The Commodores**  
Golden Nugget Lake Charles
- 11 **McNeese State Football vs. Northwestern**  
McNeese Cowboy Stadium/Lake Charles
- 11 **Veterans Day Parade & Program**  
SPAR Recreation & Aquatic Center/Sulphur
- 11-12 **Flea Fest - Flea Market**  
Burton Complex/Lake Charles
- 11-12 **Lake Charles Gun & Knife Show**  
Lake Charles Civic Center
- 13 **Deborah Castille, piano**  
McNeese Tritico Theatre/Lake Charles



# LAKE CHARLES

## SOUTHWEST LOUISIANA

CONVENTION & VISITORS BUREAU

LAKE CHARLES | SULPHUR | WESTLAKE  
DEQUINCY | VINTON | IOWA

1-800-456-SWLA | www.VisitLakeCharles.org  
1205 N. Lakeshore Drive | Lake Charles, LA 70601

### MISSION

To provide leadership in initiating and coordinating the worldwide marketing of Calcasieu Parish as a highly desirable leisure and convention destination; to solicit and service convention and other group-related business; and to engage in visitor promotions which generate overnight stays in Southwest Louisiana.

### VISION

To enhance and develop the economic fabric of the parish.

PRESORTED  
STANDARD  
US POSTAGE  
PAID  
Lake Charles, LA  
Permit No. 215



## EVENT CALENDAR *Continued...*

15-18	LHSAA Boys & Girls State Championship Swim Meet SPAR Recreation & Aquatic Center/Sulphur	<b>DECEMBER .....</b>	2-26	10th Annual Trees of Hope – Charity Tree Decorating Contest Delta Downs Racetrack Casino Hotel/Vinton	9	Iowa Christmas in the Park Lawrence Toups, Jr. Memorial Park/Iowa
15-18	Mistletoe & Moss Holiday Market Lake Charles Civic Center	1	DeQuincy Christmas Celebration Downtown DeQuincy	9	Lake Charles Civic Ballet: 'Twas the Night Before Christmas Lake Charles Civic Center	9
16	Faculty/Guest Artist Series: Fred Vanes, tenor McNeese Tritico Theatre/Lake Charles	1	Student Art Association's Holiday Art Sale McNeese Grand Gallery/Lake Charles	2-27	McNeese Graduation Burton Complex/Lake Charles	9
16	The Monkey's Paw Westlake High School Theatre	1-2	FG Bulber Youth Orchestra Concert McNeese Tritico Theatre/Lake Charles	2-1/7	Moss Bluff Christmas Parade Sam Houston Jones Pkwy/Moss Bluff	9
16	Tasting on the Terrace L'Auberge Casino Resort/Lake Charles	1-2	Christmas Under the Oaks Heritage Square/Sulphur	3	Swamp Stomp Half Marathon Downtown Lake Charles	9
16-12/7	Senior Thesis Exhibition McNeese Abercrombie Gallery/Lake Charles	1-2	Holiday House Market at Christmas Under the Oaks Henning Cultural Center/Sulphur	3	Westlake Christmas Parade Sampson St./Westlake	9
17-18	Lake Area Ballet Theatre: La Fille Mal Gardee Lake Charles Civic Center	1-3	Elf Jr. – The Musical Lake Charles Boston Academy	3	Once Upon A Christmas, dance production W.W. Lewis Auditorium/Sulphur	9-10
17-19	The 39 Steps Lake Charles Little Theatre	1-31	L'Auberge Gingerbread House Display L'Auberge Casino Resort/Lake Charles	3	How Christmas Saved the Grinch Glad Tidings Church/Lake Charles	10
18	Toys for Tots Drive Lake Charles Civic Center	1-1/25	Art for the Soul Group Exhibition Black Heritage Gallery/Lake Charles	5	LA Choral Foundation Christmas Concert Immaculate Conception Church/Sulphur	10
18-19	Zion Tabernacle Bayou Classic Christian Fellowship & Parade Zion Tabernacle Baptist Church/Lake Charles	2	Breakfast with Santa Prien Lake Mall/Lake Charles	5, 12, 19	Pet Photos with Santa Prien Lake Mall/Lake Charles	10
23	Lions Club Community Thanksgiving Lunch SPAR Recreation & Aquatic Center/Sulphur	2	Cinderella's Holiday Dining Central School Arts & Humanities Center/Lake Charles	6	Cash & Carry Farmers Market Prien Lake Mall/Lake Charles	14, 28
24-26	A Christmas Story The Mines Theatre/Sulphur	2	Lake Charles Community Band Christmas Concert Trinity Baptist Church/Lake Charles	6	KC Productions: On Golden Pond Central School Arts & Humanities Center/Lake Charles	14-17
24-26	Calcasieu Kennel Club Dog Agility Trials Burton Complex/Lake Charles	2	Light Up the Lake Christmas Festival Lake Charles Civic Center	8	Patio/Porch Lake Charles Little Theatre	14-17
24-1/6	Lake Charles Carriages Christmas Light Rides Lake Charles Civic Center	2	Jennings Christmas Festival & Parade Founders Park/Jennings	8	Big Band Christmas Show Lake Charles Boston Academy	15
27-12/30	Christmas Cards & Letters to Santa 1911 Historic City Hall/Lake Charles	2	Itinerant Theatre's "Coffee House Theatre" Stellar Beans/Lake Charles	8	Bell City FFA Aggie Day Lake Charles Civic Center	16
28	McNeese Opera Workshop Performance McNeese Tritico Theatre/Lake Charles	2	Pig Show Burton Complex/Lake Charles	8	John Michael Montgomery Golden Nugget Lake Charles	16
30	Holiday House Preview Party Henning Cultural Center/Sulphur	2	Starks Christmas Parade VFW 4759/Starks	8-10, 15-17	Toys for Tots Lake Charles Civic Center	16
		2, 9, 16	Charlestown Farmers Market (Downtown) 1911 Historic City Hall/Lake Charles	8-26	Bayou Classic Cattle Show Burton Complex/Lake Charles	17
				9		