

WINTER 2018

GATOR GRAM

LAKE CHARLES/SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU

LAKE CHARLES SULPHUR WESTLAKE DEQUINCY VINTON IOWA



SHELLEY JOHNSON, CDME, LCTP

LOUISIANA TRAVEL ASSOCIATION TOURISM LIFETIME ACHIEVEMENT AWARD

Shelley Johnson, executive director/CEO of the Lake Charles/Southwest Louisiana CVB (LC/SWLA CVB) was named as the recipient of the prestigious Will Mangham Tourism Lifetime Achievement Award during the Louisiana Travel Association (LTA) Annual Membership Meeting held recently in Lafayette. The award is named after the late Will Mangham, affectionately known as the “father” of Louisiana Tourism Promotion.

Shelley is a Certified Destination Management Executive and a Louisiana Certified Travel Professional, overseeing a certified bureau by Destinations International. She has served on LTA’s board of directors multiple times and as chairman of the board in 2005-2007 and 1993-1994. She is a past chairman of the National Hurricane Museum & Science Center’s board of directors and the past president of the Louisiana Association of Convention & Visitors Bureaus.

“I feel incredibly fortunate to have been given the tremendous opportunity to be part of the vibrant Louisiana tourism industry for a lifetime career. The people that I have met along the way have truly enriched my life beyond anything I could have ever dreamed. It is a privilege to be able to promote our culture, food, music, festivals, the great outdoors and all the attractions. Working with the community of Southwest Louisiana, state tourism partners, regional leaders and beyond, is an experience that I will always treasure,” said Johnson, executive director/CEO of the LC/SWLA CVB.



Shelley Johnson is pictured with staff of the LC/SWLA CVB at the LTA annual meeting following being honored with the LTA Will Mangham Tourism Lifetime Achievement Award.

Other personal accolades include being a 1995 presidential appointee for the White House Conference on Tourism and the 1994 Louisiana Travel Industry Person of the Year. She has been involved with STS since the early 90s, has been honored with the Dorothy Hardman award and served as STS chair for the past 2 years. As the STS chair, she worked to bring meetings to one time per year, helped devise a succession plan and implemented an office policy.

Perhaps one of Shelley’s greatest achievements has centered on the great outdoors with her crown jewel being the promotion and nurturing of the Creole Nature Trail. The Creole Nature Trail roadway was designated as a state scenic

“Who can be more deserving of this year’s Louisiana Travel Association Lifetime Achievement Award than Shelley Johnson? With her many years of service to the travel industry and Southwest Louisiana, Shelley is the consummate professional, a creative marketer and an inspiring leader. Simply put, no one knows more about tourism than Shelley, and I am proud to call her my friend,” said Jill Kidder, LTA president/CEO.

byway in 1993. In 1996, the district worked to receive recognition of the trail as a federal byway, and then later, as an All-American Road in 2002. The Creole Nature Trail has received many marketing grants, has a strong and distinctive brand, and it has garnered publicity for decades. Creole Nature Trail Adventure Point opened in 2015, welcoming visitors and serving as a satellite office in Sulphur, LA, for the LC/SWLA CVB.

Shelley has served as the executive director/CEO of the LC/SWLA CVB since 1988. During that time, the LC/SWLA CVB has been well-recognized with accolades such as the CVB of the Year in 2015, 2000 and 1997 by the Southeast Tourism Society (STS) as well as the CVB of the Year by LTA 2012 and 2008. She currently serves on the Louisiana Tourism Development Commission, as appointed by Lt. Gov. Billy Nungesser, having also served 1996-2011 under other administrations. She is a board member of the Louisiana Tourism Coastal Coalition, Louisiana Association of CVBs, the Imperial Calcasieu Museum, secretary/treasurer of the Creole Nature Trail Board of Commissioners, serves on the advisory council for Burton Coliseum, and she is a liaison for the Lake Charles Civic Center Development Corporation and the West Calcasieu Community Center Authority.

Shelley currently oversees a team of 22 employees with many volunteers who assist on a daily basis as well as during major events. She has dedicated her entire life to tourism and encouraging others to achieve nothing short of excellence. She is revered throughout the tourism industry as someone who can get things done efficiently, always with hospitality at the core of everything that she does and going above and beyond to make the industry shine. Shelley works tirelessly to instill values of hospitality into her staff so that the spirit of hospitality flourishes in others, making the industry strong with advocates and passionate tourism professionals.

Learn more about the Lake Charles/Southwest Louisiana area, the Creole Nature Trail, attractions and events by logging onto www.visitlakecharles.org or the LTA by visiting www.ltpa.org.

www.VisitLakeCharles.org #VisitLakeCharles

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LAKE CHARLES
SOUTHWEST LOUISIANA
CONVENTION & VISITORS BUREAU

THE BUREAU STAFF



A message from our executive director

As we move into 2018, what has become clear over the past years is that the area is truly tipping into a new territory of renaissance with idea leaders emerging and the entrepreneurial spirit getting stronger day by day. With small businesses thriving, new ones emerging, and the arts community networking and expanding, the area's eclectic charm is shining brighter than ever before.

During this coming year, the bureau plans on promoting new visitor experiences and packaging them in a way that is exciting to potential visitors, groups, media and event planners. Also, the CVB will further delve into emerging markets with analytics from multiple sources and platforms at the helm from leisure, sales and tourism perspectives.

The emerging markets are not limited to domestic travel either. Part of expanding the vision for marketing the area also applies to international markets with Lake Charles being perfectly positioned between two world cities, Houston and New Orleans. Basically, with the world near Lake Charles' doorstep, the idea of partnerships becomes stronger with other cities and states to create synergy and cohesion for travelers who do not see borders, but rather are seeking experiences.

The forward push with the sales department will come with targeted sales missions and being involved in membership organizations in Baton Rouge, Houston, New Orleans and San Antonio, as well as improving our current products in Southwest Louisiana. The CVB will also work with partners in tourism to ensure that Southwest Louisiana is competitive to exceed expectations of tour groups and event planners.

The bureau is looking forward to hosting many groups, events and media in 2018, including the Lt. Governor's Summit on Tourism, Louisiana Society of Association Executives, the Louisiana Port Association, and the Louisiana Municipal Association, along with other sports groups and media tours. All of these group visits will help showcase the best of who we are as a community.

Shelley Johnson, CDME, LCTP
Executive Director



Alex Stinchcomb, Sales Manager

The CVB is pleased to welcome Alex Stinchcomb as a new Sales Manager. Alex graduated from Louisiana State University Shreveport with a Bachelor of Fine Arts degree with a concentration in Digital Arts. She previously held the position as Community Development Coordinator at the Bossier Arts Council and was very involved in the Young Professional Initiative of Northwest LA and other civic organizations. Her primary responsibilities will focus on the corporate markets in Texas and Louisiana.

Shelley Johnson, CDME, LCTP

Executive Director, CEO

Kyle Edmiston, CDME

Deputy Director, COO

ADMINISTRATION

Shanna Landry

Director of Administration & Satellite Office

Heather Savoie

Accounting/HR Director

Alecia Acosta

Finance/Administration Assistant

Cindy Johnson

Special Projects Manager

SALES & SERVICES

Eric Zartler, TMP

Sales Director

Tara Johnson

Sales Manager

Taylor Beard

Sales Manager

Alex Stinchcomb

Sales Manager

Laikyn Cooper

Group Services Coordinator

COMMUNICATIONS

Angie Manning, CDME

Communications Director

Colten Miller

Publications/Systems Manager

Elizabeth Eustis

Digital Media Manager

Amanda Reeves

Public Relations Manager

Will Precht

Media Relations Manager

TOURISM

Anne Taber Klenke

Tourism Director

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

Will Nidecker

Tourist Information Assistant/Adventure Guide

BOARD OF DIRECTORS

Samuel V. Wilkinson, *Chairman*

Chamber Southwest

Oliver G. "Rick" Richard, III, *Vice Chairman*
Arts & Humanities of Southwest Louisiana

Evette Gradney, *Secretary/Treasurer*
Southwest Louisiana Lodging Association

Brian Levens

West Calcasieu Association of Commerce

Lauren Cooper

West Calcasieu Community Center Authority

Edwina Medearis

City of Lake Charles

Mark Lavergne

Southwest Louisiana Festivals

Rob King

Southwest Louisiana Restaurant Association

Nimesh "Nick" Zaver

City of Sulphur

Gerry Del Prete

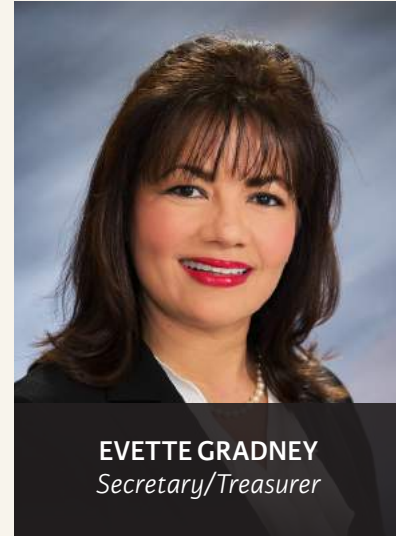
Southwest Louisiana Lodging Association

Jonathan Ringo

Calcasieu Parish Police Jury

BUREAU UPDATES

Bureau Board of Directors—Executive Committee



The CVB is governed by an 11-member board of directors, and 2018 brings with it a new slate of officers for the executive committee. Samuel V. Wilkinson representing the Chamber Southwest, is the chairman of the board with Oliver G. "Rick" Richard III, representing the Arts & Humanities of Southwest Louisiana, serving as vice-chairman, and Evette Gradney, appointed by the Southwest Louisiana Lodging Association, is the secretary/treasurer.

Additionally, Nimesh "Nick" Zaver, representing the City of Sulphur, Gerry Del Prete, serving on behalf of the Southwest Louisiana Lodging Association and Jonathan S. Ringo, appointed by the Calcasieu Parish Police Jury, were recently selected to serve on the board of directors for the Lake Charles/Southwest Louisiana Convention & Visitors Bureau (LC/SWLA CVB).

Nick Zaver is the chief executive officer of Insignia Hotel Management. He is also currently affiliated with franchises

including Wyndham Hotel Group, Choice Hotels, Best Western, Marriott, Hilton and IHG.

Gerry Del Prete is the Senior Vice President and General Manager of Golden Nugget Lake Charles. He has over 20 years of management experience in the gaming, restaurant and hospitality industry, including supervising the gaming jurisdictions for Golden Nugget properties in Las Vegas, Atlantic City, Biloxi and Laughlin prior to joining Golden Nugget Lake Charles.

Jonathan Ringo is currently the assistant general counsel for the Port of Lake Charles. He served as the assistant attorney general for the Louisiana Department of Justice before joining the administration of Governor Bobby Jindal. Prior to joining the Port of Lake Charles, he worked in the realm of commercial litigation and governmental relations for Faircloth, Melton & Keiser Law Firm.

Outgoing Bureau Board Members



BRANT PARISH is the outgoing chairman of the board who served on the board for 6 years.



MIKE DEES is a past chairman and served on the board for 6 years.



PAUL HUTCHENS is an outgoing board member who served on the board for 1 year.

BUREAU UPDATES

Kyle R. Edmiston Hired as Deputy Director/Chief Operating Officer



“From the time that I entered the field of tourism, Shelley Johnson has been one of my mentors and trusted colleagues. I am looking forward to working with her, the board of directors and the entire team at the CVB to inspire and grow visitation to Southwest Louisiana.”
- Edmiston

Kyle R. Edmiston has recently been named as the Deputy Director/Chief Operating Officer for the Lake Charles/Southwest Louisiana Convention & Visitors Bureau (LC/SWLA CVB), working under the direction of Shelley Johnson, executive director/CEO of the bureau. Edmiston joined the team in January.

Edmiston served as the assistant secretary for the Louisiana Office of Tourism, a position which he has held for more than five years under the direction of two different Lt. Governor administrations. He is the former president/CEO of the Ruston Lincoln Convention & Visitors Bureau as well as the former executive director of alumni relations at Louisiana Tech University. He is a graduate of Louisiana Tech, having earned a bachelor’s degree in finance.

He was named as the National State Tourism Director of the Year for 2017 by the U.S. Travel Association and was recently

named to the “Top 25 Extraordinary Minds in Hospitality, Sales, Marketing & Revenue Optimization” by Hospitality, Sales & Marketing Association International in 2017. He served as the Travel USA board chair from 2016-2017 and currently serves on Brand USA’s board of directors as well as the U.S. Travel Association’s board of directors, the Federal Reserve Bank Travel & Tourism’s advisory committee, Travel South USA’s board of directors, the National Council of State Tourism Directors and the Southeast Tourism Society’s board of directors.

“From the time that I entered the field of tourism, Shelley Johnson has been one of my mentors and trusted colleagues. I am looking forward to working with her, the board of directors and the entire team at the CVB to inspire and grow visitation to Southwest Louisiana,” said Edmiston. The CVB is fortunate to have him lend his experience and talents to the overall team at the bureau – welcome aboard!

Virtual Reality is Coming to Southwest Louisiana

The Convention & Visitors Bureau will soon unveil a compelling, interactive way for viewers to experience Southwest Louisiana in virtual reality (VR.) Lake Charles locals and visitors alike will be able to experience attractions like the natural wonders of the Creole Nature Trail All-American Road, the

excitement of downtown festivals, and so much more through fully-immersive 360-degree photography and video. This new, edge-cutting media will be available for viewing on smartphones, tablets and with virtual reality headsets. Check out the videos at www.VisitLakeCharles.org/swla360.



GET INVOLVED

Volunteer Opportunities for Athletic Events

The athletic market gives a tremendous boost to the economy of Southwest Louisiana every year. Spring and summer are packed with fans in the stands, cheering on the teams who are all vying for victory. It's an exciting and rewarding experience for everyone involved, and the Lake Charles/Southwest Louisiana Convention & Visitors Bureau (CVB) works diligently with the Louisiana High School Athletic Association (LHSAA) and the local facility managers, staff, hotel partners, volunteers and civic leaders to make each event a success.

March 5-10, the LHSAA Boys' Basketball Marsh Madness State Championship Tournament will be held at Burton Coliseum. The staff at Burton and the Calcasieu Parish Police Jury help to make this event incredibly memorable for the teams and fans. In addition to assisting during the tournament, there are also volunteers who are team hosts, being a local point of contact for the teams,

assisting them with their needs. Fans pour in from across the state to witness this event, and it's rewarding for everyone involved.

Moving into April, the LHSAA Softball State Championship Tournament will be held April 26-28 at Frasch Park in Sulphur, followed by the LHSAA Baseball State Championship Tournament from May 9-12 at McMurry Park, also in Sulphur. Local businesses, especially restaurants and hotels, always do a tremendous job with welcoming teams with their marquee signs and specials, making visiting teams feel at home in Southwest Louisiana. The CVB and Southwest Louisiana partners in tourism are proud to host many of the LHSAA events in 2018. We thank everyone who has worked to make Southwest Louisiana the Youth Sports Capital of the state.

For more information or to volunteer for the first LHSAA tournament in the lineup, log onto www.visitlakecharles.org/volunteer.



Photo of the Month

It's not very often that it snows in Louisiana, but when it does, you should definitely get out and enjoy the wintry goodness. Of course, since we're in Louisiana, it's only fitting that we put our unique twist on things, and that's exactly what Callie Gordon (@catchingcallie) did with her "snow gator" creation! By tagging the photo with #VisitLakeCharles, her image was selected as Photo of the Month for December! Share your images with #VisitLakeCharles and your photo could be featured next.



Mardi Gras Shoebox Display – Vote for your favorite!

Every year, the bureau invites the community to bedazzle their shoeboxes to usher in the Mardi Gras season. Shoebox floats represent a seasonal piece of Louisiana, and every family member is able to join in the creative fun and submit an entry into the Shoebox Float Contest.

The shoeboxes are decorated with items such as glitter, glue, feathers, beads, sequins and more. There are school group divisions as well as divisions for amateurs ranging from child to adult, with an additional category for professionals, adult civic groups and organizations. Visitors to the Welcome Center have the opportunity to vote on their favorite creation for the People's Choice Award, which will be presented on Wednesday, Feb. 14, at 10 a.m. For more details on the contest, visit www.visitlakecharles.org/shoebox.



Convention South Award & Galleria Takeover

Convention South recently revealed the names of the winners of the Readers' Choice Awards, and the Lake Charles/Southwest Louisiana Convention & Visitors Bureau (LC/SWLA CVB) made the list for the state of Louisiana. Other winners from Southwest Louisiana include Golden Nugget Lake Charles and the Isle of Capri Casino & Hotel. The list of winners is compiled after more than 6,000 readers and fans voted to showcase the elite list of the top 300 meeting sites and destinations in the South.

"It truly means the most to be selected by people who are meeting professionals. We strive to work with partners and the community to exceed expectations for each group, and we are humbled to know that the efforts are recognized by the readers of *Convention South*," said Shelley Johnson, executive director of the LC/SWLA CVB.

During the shoulder months of the year, November and December, the bureau worked with casino partners to devise a Houston Galleria takeover campaign to ramp up marketing efforts. With more than 30 million visitors seeking out the dynamic and fine shopping environment offered, The Galleria is Houston's most popular retail destination with 2.4 million square feet of space, 400 stores and restaurants, as well as two high rise hotels and three office towers.

Each casino had the option to post information or a giveaway on EnjoyLakeCharles.com as part of the campaign. In conjunction with this campaign, there was a Houston cable buy to target adults 35+ with an interest in gaming/casinos and authentic family travel. Channels such as CNN, ESPN, CMT, TBS and the Travel Channel are examples of the networks that hosted the cable buy.



Mayor Nic Hunter: 2017 Person of the Year, *Acadiana Profile*

City of Lake Charles Mayor Nic Hunter has been named as the 2017 Person of the Year by *Acadiana Profile*. Mayor Hunter was sworn into office this past summer as Lake Charles' first new mayor in 17 years, and we can't wait to see what the future holds for the great city of Lake Charles. *Acadiana Profile Magazine* is South Louisiana's oldest regional lifestyle magazine and features everything there is to know about Acadiana's food, music, culture and people.



Shanna Landry



Angie Manning

Louisiana Tourism Leadership Academy

This January, Shanna Landry, director of administration, and Angie Manning, CVB communications director, were presented as Louisiana Tourism Leadership Academy (LTLA) graduates at the Louisiana Travel Promotion Association's (LTPA) Annual Membership Meeting and Luncheon. The goal of the LTLA program is to further educate those within the tourism industry by developing their leadership skills, strengthening their communication networks and informing them about the responsibilities of leadership in building and enriching their tourism-related organizations.

MARDI GRAS IN SOUTHWEST LOUISIANA



King cake, parades, and glitzy flowing costumes of Mardi Gras splendor all add to the mystique of the 2nd largest Mardi Gras in Louisiana right here in Lake Charles. With more than 20 events from Jan.6 - Feb. 13, we make sure the whole family has something to celebrate.

The bureau will also be hosting a Mardi Gras Media Tour, February 10-13, complete with king cake, Zydeco dancing and family-friendly events. Journalists from all over the United States will tour the Mardi Gras Museum, test their bead tossing skills aboard a float in the Children's Parade, and even go behind the scenes at the Royal Gala prior to cheering on the krewes in full regalia.

To help you keep the good times rolling, the bureau created a 2018 Mardi Gras events brochure that gives you all the festive details. To keep up with the latest information regarding parade routes and event times, make sure to download the free Southwest Louisiana Events app (search "Lake Charles events" in the app store).

For parade entry forms, additional event information, or to download the 2018 Mardi Gras brochure, go to www.SWLMardiGras.com.



EVENT CALENDAR

For a complete schedule of events, log onto www.visitlakecharles.org.

FEBRUARY

- 1-16 **Mardi Gras Shoebox Float Display**
Lake Charles/Southwest Louisiana Convention & Visitors Bureau
- 1-3/3 **Donald Martiny: Freeing the Gesture Exhibit**
1911 Historic City Hall/Lake Charles
- 1-3/3 **Portraits of Louisiana Second Wave Feminists Exhibit**
1911 Historic City Hall/Lake Charles
- 1-3/10 **Thoroughbred Racing**
Delta Downs Racetrack Casino Hotel/Vinton
- 1-3/24 **International Exhibition of Botanical Art & Illustration**
1911 Historic City Hall/Lake Charles
- 1-3/30 **Laissez Bon Temps Rouler Exhibit**
ALA Gallery by the Lake/Lake Charles
- 7-11 **The Secret Garden**
McNeese Tritico Theatre/Lake Charles
- 8 **Lighted Boat Parade**
Lake Charles Civic Center Seawall
- 8 **McNeese Men's Basketball vs. Stephen F. Austin**
Burton Complex/Lake Charles
- 8-11 **McNeese Softball Tournament**
Cowgirl Field/Lake Charles
- 9 **Easton Corbin in Concert**
Golden Nugget Lake Charles
- 9 **Merchants' Parade**
Downtown-Midtown Lake Charles
- 10 **Krewe of Illusions Presentation**
Lake Charles Civic Center
- 10 **Krewe of Omega Parade**
Downtown Lake Charles
- 10 **Louisiana Premier Night**
Delta Downs Racetrack Casino Hotel/Vinton
- 10 **Mardi Gras Zydeco Dance**
Lake Charles Civic Center

- 10 **McNeese Men's & Women's Basketball vs. Southeastern**
Burton Complex/Lake Charles
- 10 **Mystical Krewe of Barkus Parade**
Lake Charles Civic Center
- 10 **Terry Fator Show**
Golden Nugget Lake Charles
- 10 **World Famous Cajun Extravaganza Gumbo Cook-off**
Lake Charles Civic Center
- 10, 17, 24 **Charlestown Farmers Market (Downtown)**
1911 Historic City Hall/Lake Charles
- 11 **Taste de la Louisiane**
Lake Charles Civic Center
- 11 **Children's Parade**
Downtown-Midtown Lake Charles
- 11 **Mardi Gras Children's Day**
Lake Charles Civic Center
- 11 **Mardi Gras Madness 5K**
Downtown-Midtown Lake Charles
- 12 **Lundi Gras Day Party**
Blue Martini, Golden Nugget Lake Charles
- 12 **Royal Gala**
Lake Charles Civic Center
- 13, 20, 27 **Cash & Carry Farmers Market**
Cash & Carry Building/Lake Charles
- 13 **Mardi Gras Day**
- 13 **Iowa Chicken Run**
KC Hall/Iowa
- 13 **Jeeps on Parade**
Downtown Lake Charles
- 13 **Krewe of Krewes' Parade**
Downtown-Midtown Lake Charles
- 13 **Motor Gras Parade**
Downtown-Midtown Lake Charles
- 13 **Second Line Stroll Walking Parade**
Downtown Lake Charles

- 14 **McNeese Softball vs. Louisiana Tech**
Cowgirl Field/Lake Charles
- 14 **McNeese Women's Basketball vs. Central Arkansas**
Burton Complex/Lake Charles
- 16 **KC & the Sunshine Band**
Golden Nugget Lake Charles
- 16-17 **ACEL Basketball Tournament**
Burton Complex/Lake Charles
- 16-18 **Crowns**
Lake Charles Little Theatre
- 16-18 **McNeese Baseball vs. Wichita State University**
Joe Miller Ballpark/Lake Charles
- 16-18 **SWLA Boat, Sport & RV Show**
Lake Charles Civic Center
- 17 **Black Heritage Pageant**
Lake Charles Civic Center
- 17 **SWLA Family Book Festival**
Central School Arts & Humanities Center /Lake Charles
- 17 **Tracy Lawrence in Concert**
Golden Nugget Lake Charles
- 17-18 **8 National Talent Competition**
Lake Charles Civic Center
- 21 **McNeese Men's Basketball vs. Nicholls**
Burton Complex/Lake Charles
- 22 **Speaker Series: Issues that Affect Us as We Age**
DeQuincy Town Hall Museum
- 22 **McNeese Symphonic Band Concert**
McNeese Tritico Theatre/Lake Charles
- 22-25 **Children's Theatre Co. - Alice in Wonderland**
Central School Arts & Humanities Center/ Lake Charles
- 23 **Don Felder in Concert**
Golden Nugget Lake Charles

- 23 **Louisiana State Social Studies Fair**
Burton Complex/Lake Charles
 - 23-25 **Crowns**
Lake Charles Little Theatre
 - 24 **From the Classroom to a 5K walk/run**
Lake Charles Civic Center
 - 24 **Joan Jett & the Blackhearts**
Golden Nugget Lake Charles
 - 24 **The Kadillacs**
Isle of Capri Casino & Hotel/Westlake
 - 24 **Louisiana Winter Beer Festival**
Historic Calcasieu Marine Bank Building /Lake Charles
 - 24 **McNeese Men's & Women's Basketball vs. Houston Baptist**
Burton Complex/Lake Charles
 - 24-25 **Home, Garden & Lifestyle Show**
Lake Charles Civic Center
 - 24-25 **Shrek the Musical**
ACTS Theatre/Lake Charles
 - 28 **McNeese Baseball vs. UL-Lafayette**
Joe Miller Ballpark/Lake Charles
 - 28 **McNeese Women's Basketball vs. Texas A&M Corpus Christi**
Burton Complex/Lake Charles
- ### MARCH
- 1 **Groovin' at the Grove: Louisiana Red**
Walnut Grove Neighborhood/Lake Charles
 - 1-3 **Donald Martiny: Freeing the Gesture Exhibit**
1911 Historic City Hall/Lake Charles
 - 1-3 **Portraits of Louisiana Second Wave Feminists Exhibit**
1911 Historic City Hall/Lake Charles
 - 1-10 **Thoroughbred Racing**
Delta Downs Racetrack Casino Hotel/Vinton
 - 1-24 **International Exhibition of Botanical Art & Illustration**
1911 Historic City Hall/Lake Charles



LAKE CHARLES

SOUTHWEST LOUISIANA

CONVENTION & VISITORS BUREAU

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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.

EVENT CALENDAR *Continued...*

1-30	Laissez Bon Temps Rouler Exhibit ALA Gallery by the Lake/Lake Charles	6	Banners: Rhythm Future Quartet Central School Arts & Humanities Center/ Lake Charles	15	Live2Lead Workshop SOWELA Technical Community College/ Lake Charles	23-24	McNeese Softball vs. Incarnate Word Cowgirl Field/Lake Charles
2	LA Choral Foundation – Winter Fundraiser Concert First United Methodist Church/Lake Charles	6	McNeese Chamber Singers Concert McNeese Tritico Theatre/Lake Charles	15	United Bradford Breeders Sale Burton Complex/Lake Charles	23-24	SWLA Garden Festival Burton Complex/Lake Charles
2	McNeese Wind Symphony Concert	6, 13, 20, 27	Cash & Carry Farmers Market Cash & Carry Building/Lake Charles	15-17	Sulphur High Softball Tournament North Frasch Park, Pattison Park/Sulphur	23-25	LA Girls Gymnastics State Championship Lake Charles Civic Center
2	One Night in Memphis: Presley, Perkins, Lewis & Cash Isle of Capri Casino Hotel/Westlake	8	Banners: Artrageous McNeese FG Bulber Auditorium/Lake Charles	15-5/26	Jamie Baldrige Art Exhibit 1911 Historic City Hall/Lake Charles	23-25	USSSA Baseball Qualifier Various Facilities
2-3	TRAXXAS Monster Truck Tour Lake Charles Civic Center	8	McNeese Jazz Band Concert McNeese Tritico Theatre/Lake Charles	16	Jerry Jeff Walker in Concert Golden Nugget Lake Charles	24	Banners: The Stepcrew McNeese FG Bulber Auditorium/Lake Charles
2-4	Crowns Lake Charles Little Theatre	9	Willie Nelson Golden Nugget Lake Charles	16-17	Iowa Rabbit Festival Burton Complex/Lake Charles	24	Free to Breath 5K Lake Charles Civic Center
2-4	McNeese Baseball vs. University of Texas San Antonio Joe Miller Ballpark/Lake Charles	9	World Percussion Concert McNeese Tritico Theatre/Lake Charles	16-18	USSSA Fastpitch Softball Qualifier Various Facilities	24	Lake Area Ballet Theatre Spring Gala Lake Charles Civic Center
2-4	USSSA Fastpitch Softball Qualifier Various Facilities	9, 16, 23	Live at the Lakefront Concert Series Lake Charles Civic Center, Arcade Outdoor Amphitheatre	17	Athletes Corner 3 Miler Athletes Corner/Lake Charles	24	Louisiana vs. Texas Battle of the Stars All-star Basketball Game St. Louis High School/Lake Charles
3	Bell Biv DeVoe Golden Nugget Lake Charles	9-11	McNeese Baseball vs. University of Central Arkansas Joe Miller Ballpark/Lake Charles	17	Josh Turner in Concert Delta Downs Racetrack Casino Hotel/Vinton	24-25	The Velveteen Rabbit The Mines Theatre/Sulphur
3	Families Helping Families Walk/Roll/Run 5K Fun Day Lake Charles Civic Center	9-11	Shrek the Musical ACTS Theatre/Lake Charles	17	Kansas in Concert Golden Nugget Lake Charles	24	Olivia Newton John Golden Nugget Lake Charles
3	High School Honor Band Concert McNeese Tritico Theatre/Lake Charles	9-11	USSSA Baseball Qualifier Various Facilities	17	St. Patrick's Day Celebration MacFarlane's Celtic Pub/Lake Charles	24	Truck Fest Chennault Airport/Lake Charles
3	McNeese Men's & Women's Basketball vs. Lamar Burton Complex/Lake Charles	10	Banners: Walk the Line (screening) McNeese Stokes Auditorium/Lake Charles	17-18	Lake Charles Civic Ballet: Peter Pan Lake Charles Civic Center	25	43rd Annual Palm Sunday Tour of Homes Historic Lake Charles Neighborhoods
3	Wild Beast Feast Goes Cajun VFW Post 2130/Lake Charles	10	Black Heritage Festival Lake Charles Civic Center	18	Jehovah Witness Circuit Assembly Lake Charles Civic Center	27	McNeese Baseball vs. Louisiana Tech Joe Miller Ballpark/Lake Charles
3, 10	Clucky's Country Kitchen, Traveling Variety Show (Dinner Theatre) The Mines Theatre/Sulphur	10	Color Vibe 5K Race Lake Charles Civic Center	21	McNeese Baseball vs. UL-Lafayette Joe Miller Ballpark/Lake Charles	28	Banners: Reading – Alina Fernandez, Fidel Castro's daughter McNeese Tritico Theatre/Lake Charles
3, 10, 17, 24, 31	Charlestown Farmers Market (Downtown) 1911 Historic City Hall/Lake Charles	10	Dionne Warwick Golden Nugget Lake Charles	21-25	The Teenage Project: Mythbusting Adolescence McNeese Tritico Theatre/Lake Charles	28	McNeese Softball vs. South Alabama Cowgirl Field/Lake Charles
3-4	Shrek the Musical ACTS Theatre/Lake Charles	13	McNeese Baseball vs. University of Houston Joe Miller Ballpark/Lake Charles	22	Speaker Series: A Stained Glass Experience DeQuincy Town Hall Museum	29-31	McNeese Baseball vs. Southeastern Joe Miller Ballpark/Lake Charles
5-10	LHSAA Boys' Basketball State Championships Burton Complex/Lake Charles	14	McNeese Softball vs. Florida International Cowgirl Field/Lake Charles	23	Michael Bolton in Concert Golden Nugget Lake Charles	31	City of Sulphur Easter Egg Hunt The Grove at Heritage Square/Sulphur
		15	Banners: Moscow Nights & Golden Gates Dancers McNeese FG Bulber Auditorium/Lake Charles	23	Volunteers of America: Beats & Eats Lake Charles Civic Center	31	Smash Mouth/Spin Doctors in Concert Golden Nugget Lake Charles