

# TravelTalk

November-December 2016 Newsletter



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## 318 Restaurant Week Occurs Nov. 1-5

The first-ever 318 Restaurant Week will be held, Nov. 1-5, in downtown Shreveport. This promotion will feature lunch and dinner specials all week long at more than a dozen downtown eateries as well as one-night-only food events at five partner restaurants.

Throughout the promotion, diners who check-in and "vote" at participating eateries through *The Times'* Port Cities Dining Guide mobile app will be entered to win daily gift certificate giveaways, as well as the grand prize of a two-night stay at Eldorado Resort Casino and a \$150 gift certificate to The Vintage Steakhouse.

"The goal of this inaugural 318 Restaurant Week is to promote our local dining scene and introduce these amazing restaurants to locals and visitors in an exciting new way," said Brandy Evans, vice president of communications for the Shreveport-Bossier Convention and Tourist Bureau. "We anticipate expanding the concept to include restaurants throughout Shreveport-Bossier in 2017."

One-night-only dining experiences offered during 318 Restaurant Week include: "Tattoos, Taceaux and Tequila" at Parish Taceaux and



## WHO'S HUNGRY?

Artspace Hosted by Jada Durden, Tuesday, Nov. 1, \$35 plus tax and tip; "Fly Back to the 50s" at Cloud 9 Café Hosted by Tiana Kennell, Wednesday, Nov. 2, \$35 per couple, plus tax and tip; "Dry-Aged Steak Night at The Reserve" at The Petroleum Club of Shreveport Hosted by Chris Jay, Thursday, Nov. 3, \$46 per person; "Fall Into Dinner and a Movie" at Abby Singer's Bistro Hosted by Robin Williams, Friday, Nov. 4, \$35 plus tax and tip; and "The Ernest's Club Room Experience" at Ernest's Orleans Supper Club Hosted by Clint McCommon, Saturday, Nov. 5, \$35 plus tax and tip.

Reservations are required for all of

the one-night-only dining experiences and should be made by contacting the restaurant directly. Diners should mention 318 Restaurant Week when making reservations.

Diners are encouraged to share their experiences during 318 Restaurant Week on social media using the event hashtag, #Eat318, and to share photos from their meals on the 318 Restaurant Week Facebook page. For more information, including complete details of one-night-only food events and more, visit [www.318RestaurantWeek.com](http://www.318RestaurantWeek.com). 318 Restaurant Week is a presentation of the Shreveport-Bossier Convention and Tourist Bureau and *The Times*.

## Dates to Remember:

### Hospitality Breakfast

**11/2** 8 a.m.  
Hilton Garden Inn/  
Homewood Suites  
by Hilton Bossier City

### Christmas Open House

**12/2** 11 a.m. to 2 p.m.  
Downtown Visitor Center

### Hotel and Lodging Association Meeting

**11/10** Noon  
Venue TBD  
**12/8** Noon  
Venue TBD

For more HLA info, contact  
Sherry Stuckey at [stuckgm@aol.com](mailto:stuckgm@aol.com)

### Shreveport-Bossier Attractions Association Seminar

**11/14** 9 a.m. to 2 p.m.  
Virginia College

## Get Social with Us!

[f/LouisianasOtherSide](https://www.facebook.com/LouisianasOtherSide)

[@sbctb](https://twitter.com/sbctb)

[@seeshreveportbossier](https://www.instagram.com/seeshreveportbossier)

[/sbctb11](https://www.youtube.com/sbctb11)

Blog: [www.20x49.com](http://www.20x49.com)

Events: [www.SBFunGuide.com](http://www.SBFunGuide.com)

# SEE IT. BET IT. TASTE IT.

[www.Shreveport-Bossier.org](http://www.Shreveport-Bossier.org)





## ▶▶▶ Your Bureau at Work

- Now-11/13** State Fair of Louisiana  
*State Fairgrounds*
- 11/1-5** 318 Restaurant Week  
*Downtown Shreveport*
- 11/2** Gavin Degraw and Andy Grammer  
*Shreveport Municipal Auditorium*
- 11/12** Bass Pro Shops Annual Christmas Parade  
*Bass Pro Shops Outdoor World*
- 11/12** Red River State Fair Classic  
*Independence Stadium*
- 11/13** Moscow Ballet's Great Russian Nutcracker  
*Strand Theatre*
- 11/13** Veterans Parade  
*State Fairgrounds*
- 11/17-19** Les Boutiques de Noel  
*Bossier Civic Center*
- 11/19** Chimpanzee Discovery Day  
*Chimp Haven*
- 11/25-12/22** Christmas in Roseland  
*American Rose Center*
- 11/26** Rockets Over the Red Fireworks Festival  
*Louisiana Boardwalk Outlets & RiverView Park*
- 12/3** Donny & Marie Osmond Holiday Show  
*Horseshoe Casino & Hotel Riverdome*
- 12/3** Christmas on Caddo Fireworks Festival  
*Earl G. Williamson State Park*
- 12/3, 10, 17** December on the Red  
*RiverView Park*
- 12/10** Benton Christmas on the Square  
Festival and Parade  
*417 Sibley St., Benton*
- 12/16-17** Shreveport Mudbugs vs.  
Corpus Christi IceRays  
*Hirsh Memorial Coliseum*
- 12/17** Shreveport-Bossier Holiday Classic  
*CenturyLink Center*
- 12/26** Camping World Independence Bowl  
*Independence Stadium*
- 12/31** New Year's at Noon  
*Sci-Port Discovery Center*
- 12/31** New Year's Bash with Rockin' Dopsie Jr.  
*Sam's Town Hotel & Casino*

The **Convention and Tourism Sales Department** hosted four HelmsBriscoe meeting planners from Texas for a familiarization tour, Oct. 5-7. The group visited Shreveport-Bossier hotels, meeting facilities and attractions.



**Kevin Flowers**

The **Shreveport-Bossier Convention and Tourist Bureau Board of Directors** and **Kevin Flowers**, convention sales manager, received two American flags from

Barksdale Air Force Base that were carried aboard a B-52 during a Memorial Day mission to the Middle East.

The **Shreveport-Bossier Sports Commission** will host the inaugural SB Holiday Classic Basketball Showcase, Dec. 17, at CenturyLink Center. Matchups include Millsaps College vs. Centenary College of Louisiana, Northwestern State University vs. University of Louisiana – Monroe, and Grambling State University vs. Louisiana Tech University.



**Stacy Brown**

**Stacy Brown**, president, was elected to a two-year term on the board of the Southeast Tourism Society and will serve through 2018. This is Brown's second time to serve on the board.

**Suzanne Card**, convention sales manager, in conjunction with partners from **Hilton Hotel Shreveport** and **Shreveport Convention Center** attended the Louisiana Society of Association Executives Fall Executive

Summit in Many, Oct. 2-4.

**Dianna Douglas**, regional convention sales manager, won the bid to host the Southwest Drycleaners Association in April 2018. She also won the bid to host the Southern Builders Association in June 2018.



**Chris Jay**

**Chris Jay**, social media and public relations manager, hosted eight visiting food and travel writers for a media familiarization tour, Sept. 22-25. The group included writers and editors from *Dallas Morning News*, *AAA Southern Traveler*, *Eater.com* and more. The group visited dozens of local attractions and eateries and attended a sold-out event called "Eat Here: A Culinary Celebration of Shreveport-Bossier" that was organized and promoted by the Tourist Bureau.



**Melissa Small**

**Melissa Small**, communications coordinator, hosted two visiting meetings industry writers for a media familiarization tour, Sept. 29-Oct. 2. The writers represented *ConventionSouth* magazine and Religious Conference Meeting Association's *ASPIRE* magazine. The group visited Shreveport-Bossier hotels, meeting facilities and attractions.

**Kelly Wells**, vice president of sports, was named one of *Southern Hospitality Exposure's* Most Fascinating People of Shreveport-Bossier.

## ✉ Inbox: A letter to the Bureau

Dear Shreveport-Bossier Convention and Tourist Bureau,

I just wished to say thank you and let you know I enjoyed Chris Jay's recent article, "Outdoor media group will bring conference to SBC in 2017," in the Oct. 15 issue of *The Times*. I am excited to hear that your convention sales and services department has worked to attract next year's Professional Outdoor Media Association (POMA) convention. I did as Chris suggested, as well, and sent a thank you letter to the POMA for choosing to come here.

I have lived nearly all my life in Shreveport, and I am proud of our town. I truly believe it is beginning to improve for the better because of people like you, Liz Swaine, Mayor Tyler and countless others who work tirelessly for positive change. Keep churning out good ideas!

*Holly Brill*  
Holly Brill, Shreveport

Submit your events to [www.SBFunGuide.com](http://www.SBFunGuide.com) today to be included in future promotional efforts.

## Seminar Aims to Help Attractions with Social Media

The Shreveport-Bossier Attractions Association and the Shreveport-Bossier Convention and Tourist Bureau will host its next quarterly seminar, entitled "Sharing Your Story on Social Media," 9 a.m. - 2 p.m., Monday, Nov. 14 at Virginia College, 2950 E. Texas Street, Suite C in Bossier City.

The morning will include several sessions led by Chris Jay, public relations and social media manager at the Tourist Bureau. These interactive sessions will feature special guests and will address such topics as managing giveaways on social media, best practices for using Facebook Live and more. Following lunch, the seminar will conclude with "Reputation Management on TripAdvisor," a special



**This year's final Shreveport-Bossier Attractions Association seminar will feature interactive sessions with special guests and social media experts. Topics will include managing giveaways on social media, best practices for using Facebook Live and more.**

presentation led by Scott Caufield, midwest region manager at TripAdvisor.com.

"The goal of this workshop is to help attractions learn more about sharing their own stories

through social media," said Robin Williams, president of the Shreveport-Bossier Attractions Association. "Attendees will also benefit from the rare opportunity to learn TripAdvisor's

best practices in-person from a TripAdvisor representative."

The seminar is only for tourism-related attractions such as annual events, art galleries, festivals, museums, nature centers, outdoor recreation, performing arts and tour guides. Lunch will be provided. SBAA members can attend for free and non-members can attend by paying \$20 at the door. Advance registration is required. To RSVP call 318-222-9391 or email [msmall@sbctb.org](mailto:msmall@sbctb.org) by Tuesday, Nov. 8.

**RSVP Today!**

To RSVP call 318-222-9391 or email [msmall@sbctb.org](mailto:msmall@sbctb.org) by Tuesday, Nov. 8.

## Rockets Over the Red Fireworks Festival Expands



Spectators can enjoy this year's Rockets Over the Red Fireworks Festival from both sides of the Red River. Entertainment will be available at RiverView Park in downtown Shreveport and the Louisiana Boardwalk Outlets in Bossier City.

Rockets Over the Red Fireworks Festival will be held, 2 p.m. to 7:30 p.m., Saturday, Nov. 26. For the first time ever, the event will expand to include festivities on both sides of the Red River – in downtown Shreveport's RiverView Park as well as at the Louisiana Boardwalk Outlets in Bossier City. Admission is free.

Live entertainment at RiverView Park begins at 3 p.m. including local and regional bands, gospel choirs and children's groups. At 6:45 p.m., Shreveport Mayor Ollie Tyler and Bossier City Mayor Lo Walker will

officially "switch on" giant, lighted Christmas trees on both sides of the river. A fireworks show set to music and presented by Pyromania Fireworks will begin at 7 p.m.

Both sides of the Red River will feature great firework viewing areas and will offer live entertainment, kids' activities, food vendors and arts and crafts booths. All restaurants and shops in the area of the festival will be open before and after the fireworks show. For more information, visit [www.RocketsOverTheRed.com](http://www.RocketsOverTheRed.com).

## Louisiana Cookin' Announces 2016 Chefs to Watch

Since 2002, *Louisiana Cookin'* magazine has celebrated passionate local chefs who possess an understanding and respect for Louisiana's unique culinary legacy while exhibiting the drive and creativity needed to engage modern diners. The magazine in conjunction with the Chefs to Watch Advisory Board named Gabriel Balderas of El Cabo Verde in Shreveport one of the six recipients of the 2016 Chefs to Watch Award.

Everything about El Cabo Verde is local, right down to the name: "Cabo" stands for "Caddo Parish" and "Bossier Parish." Chef/owner Balderas creates authentic, flavorful Mexican fare using only locally sourced or certified organic ingredients. El Cabo Verde can be found at local farmers' markets, festivals and events, and Balderas will open a brick-and-mortar location in South Shreveport's Provenance



Balderas has built a following with his pop-up dinner series and appearances at local farmers' markets. He will open a brick-and-mortar location in South Shreveport's Provenance neighborhood.

neighborhood in fall 2016.

Balderas and the other 2016 Chefs to Watch honorees were recognized and served a multi-course dinner at Marché in New Orleans, Louisiana on Thursday, Oct. 20.



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Newsletter



## Industry Briefs:

**iShuttle** has offered quality innovative shuttle and charter services in a safe, reliable and professional manner for the past six years in northwest Louisiana. With the recent addition of A-1 Charter, iShuttle now consists of 11 vehicles including four 10-passenger vans, a 14-passenger mini-bus, five 24-passenger buses and a 27-passenger trolley.

**Louisiana Tax Free Shopping for International Visitors** offers free membership to Louisiana merchants and provides a tax-free incentive for visitors to shop at member locations. When making a purchase and showing a foreign passport or current official picture identification, the international visitor pays the purchase price, including the sales tax, and is given a voucher, along with the associated sales receipt or invoice. To obtain the refund, visitors go to one of the Tax Refund Centers, like the center at the Louisiana Boardwalk Outlets, or obtain the refund by mail. For more information, contact Stella Thornton, at 504-568-7804 or stella@louisianataxfree.com.

The City of Shreveport will get its first aquarium along the Red River. The former Barnwell Gardens and Arts Center will be transformed into a venue that continues to connect people with nature. The **Shreveport Aquarium** is set to open in summer 2017. For more information, visit [www.ShreveportAquarium.com](http://www.ShreveportAquarium.com).

## Board of Directors:

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Shreveport-Bossier Hotel & Lodging Association\*

**Carlton Golden,**  
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Bossier Parish Police Jury\*

**Tanita Baker,**  
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Caddo Rural Municipalities\*

\*Appointing Organization



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