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FROM THE PUBLISHER ▼

# Remembering Neil Johnson: A Legacy Captured in Time



SPECHT

For those of us lucky enough to know Neil Johnson, he was more than just a photographer. He was an artist with the rare ability to capture the essence of a moment, a personality, and a place. As we celebrate his work through the upcoming exhibition, Photographs of the People of Shreveport/Bossier City at the Turn of the Millennium, we are reminded of the lasting impact

of his vision and his unique way of connecting with people.

Neil, who passed away in 2023, was known for his warmth, his talent, and his commitment to documenting life as it unfolded around him. This exhibition—an extensive collection of 2,000 portraits he took around the turn of the millennium—serves as a powerful testament to both Neil’s skills as a photographer and his deep love for this community. Through these portraits, Neil invited us to see our neighbors, friends, and strangers in a new light: not just as images frozen in time, but as people connected to each other through shared experiences, struggles, and triumphs.

I had the pleasure of working with Neil many years ago when he took a photograph of me for Maccentric’s ad campaign. In typical Neil fashion, he made me feel completely at ease in front of the camera. I remember joking around, being a little silly, and the result was a picture that I will always treasure. That was the beauty of Neil’s approach—he made you feel comfortable and confident, and through that, he captured something real.

Now, many years later, we get the opportunity to experience Neil’s vision through this exhibition at Artspace, which runs until March 21, 2025. It’s a rare glimpse into our past, a collection that reflects the diversity and resilience of the people of Shreveport and Bossier City, as seen through Neil’s eyes. Each photograph represents more than just a moment in



time; it speaks to the ongoing evolution of our identities and our shared sense of community.

Neil’s dedication to his craft and his community is truly something to admire. As we look through his lens and witness the faces he captured, we can reflect not only on how much has changed but also on what has remained constant: our connection to each other. This exhibit is a reminder of the power of photography to preserve memories and document the stories that make us who we are.

I encourage everyone to explore this beautiful collection. It’s a tribute to a man who saw the world with incredible clarity and who used his gifts to showcase the humanity in each of us.

Neil’s legacy lives on in his photographs, and through this exhibit, his work will continue to inspire us for many years to come.

To Neil—thank you for capturing the people of our community and for sharing your gift with us. You are missed.

DAVID A. SPECHT JR. IS PUBLISHER AND EDITOR OF BIZ. AND PRESIDENT OF SPECHT NEWSPAPERS, INC.

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# Shreveport-Bossier Rises as a Film and Entertainment Hub in 2025

Shreveport-Bossier, LA – The entertainment industry in Shreveport-Bossier is thriving, with the region recently ranking among Pollstar’s Top 100 U.S. concert markets in 2024. The recognition, largely driven by the success of Brookshire Grocery Arena, highlights the area’s growing appeal as a premier entertainment destination. With 2025 poised to be an even bigger year, local leaders and businesses are capitalizing on this momentum to drive economic growth and solidify the region’s status as a hub for music, film, and live events.

## BROOKSHIRE GROCERY ARENA LEADS THE CHARGE

Concert box office data played a key role in securing Shreveport-Texarkana’s debut ranking among the nation’s top concert markets. Brookshire Grocery Arena accounted for:



Brookshire Grocery Arena in Bossier City, La.

79% of concert attendees  
81% of ticket sales in the Shreveport-Texarkana DMA (Designated

Market Area)  
Concertgoers traveled from across Louisiana (35%), Texas (37%), and

Arkansas (9%), with additional visitors coming from Mississippi, Oklahoma, Florida, Alabama, Tennessee, Georgia, and Missouri.  
“We are thrilled that the Shreveport-Texarkana market made its debut in the 2024 top concert market rankings,” said Tyler Slanovec, General Manager at Brookshire Grocery Arena. “It was a profitable year with sold-out shows from artists like Cody Johnson, Creed, Jelly Roll, Hank Williams Jr., and the return of Trans-Siberian Orchestra after 12 years. As we celebrate our 25th Anniversary in 2025, we look forward to building on these successes.”

## A DEEP-ROOTED LEGACY IN ENTERTAINMENT

Shreveport-Bossier’s rise in the film and entertainment industry is  
See, **HUB**, Page 9



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# Destination 318



Destination 318 Competition was announced in late January at Visit Shreveport-Bossier.

## Shreveport-Bossier Launches \$100K Tourism Business Challenge

**A** new initiative is set to ignite business growth and expand tourism opportunities in the Shreveport-Bossier area. Destination 318, a \$100,000 business competition, aims to attract innovative entrepreneurs and support the expansion of tourism-focused businesses across Caddo and Bossier Parishes.

Launched by Visit Shreveport-Bossier in partnership with the Entrepreneurial Accelerator Program (EAP), the City of Shreveport, and City of Bossier City, the competition provides cash awards to ventures that enhance visitor experiences in the region.

### FUELING BUSINESS GROWTH

Participants will compete for a share of \$100,000 in funding, distributed as follows:

- 1st Place – \$50,000
- 2nd Place – \$25,000
- 3rd Place – \$10,000
- 4th Place – \$7,500
- 5th Place – \$5,000
- 6th Place – \$2,500
- People's Choice Award – \$2,000

Open to both startups and existing businesses,

the competition focuses on sectors such as outdoor recreation, sports, hospitality, arts, culture, and entertainment.

### A VISION FOR REGIONAL TOURISM

With a goal to revitalize urban areas and promote outdoor recreation, Destination 318 aligns with the Shreveport-Bossier Destination Masterplan, a strategic framework designed to enhance tourism and economic development.

“Destination 318 was designed to encourage creative ideas that not only improve visitor experiences but also enhance the quality of life for residents,” said Stacy Brown, President & CEO of Visit Shreveport-Bossier.

Local leaders recognize the program's potential to boost tourism-related businesses and foster economic growth.

“Shreveport is a hub of innovation, creativity, and culture. This initiative will help highlight what makes our community unique,” said Shreveport Mayor Tom Arceneaux.

“By investing in new and expanding businesses, we're ensuring visitors and residents alike experience the best of Bossier-Shreveport,” added Bossier City Mayor Tommy Chandler.

### ELIGIBILITY & KEY REQUIREMENTS

To qualify for Destination 318, applicants must:

- Own a tourism-related business or startup in Caddo or Bossier Parishes.

- Align with the Destination Masterplan to ensure sustainable tourism growth.

- Attend three mandatory business workshops hosted by EAP, covering topics such as:

- Sustainable business models
- Marketing strategies
- Scaling for long-term success
- Beyond financial awards, winners will also receive business development support, including legal and accounting services, to help sustain and scale their ventures.

### HOW TO APPLY

Applications open February 1, 2025, and close February 28, 2025.

For eligibility details and more information, visit: [www.VisitShreveportBossier.org/destination-318](http://www.VisitShreveportBossier.org/destination-318)

By supporting Destination 318, Shreveport-Bossier is taking a bold step toward building a stronger tourism industry while creating new opportunities for entrepreneurs.



# 2024: Big Wins for BRF and North Louisiana



WILLIAM  
ANDERSON  
– EAP FINANCIAL  
ANALYST

The year 2024 marked a fantastic period for economic development in North Louisiana, driven by the initiatives of Biomedical Research Foundation(BRF) and its dedicated divisions. From groundbreaking projects to successful business recruitment, expanded services, and entrepreneurial support, BRF continued to position the region as an exciting ecosystem for innovation and opportunity. Here’s a closer look at the highlights of an exceptional year.

## CHASING ACES: INNOVATING ENTERTAINMENT IN NORTH LOUISIANA

One of the most anticipated developments of 2024 was the groundbreaking of Chasing Aces, a revolutionary golf-focused entertainment destination. On February 9th, John Dudley unveiled a vision set to redefine sports entertainment in the region. This one-of-a-kind attraction is being developed on nearly 30 acres next to Margaritaville in Bossier City and promises a family-friendly atmosphere packed with innovative amenities. Chasing Aces will feature a state-of-the-art driving range with target bays, a nine-hole smart course, an 18-hole putting course, premier dining options, and a top-flight pro shop, among other attractions. The \$25 million project has already contributed to the local economy by creating 200 construction jobs and is expected to provide 120 full-time and part-time positions upon its opening in the fall of 2025. By blending cutting-edge technology with a community-focused approach, Chasing Aces represents a major step forward in entertainment for North Louisiana. More information about this transformative project can be found at [chasingaces.golf](https://chasingaces.golf).

## MULTIPACK: A GAME-CHANGER FOR CADDO PARISH

In 2024, BRF and its Shreveport Next division celebrated a significant victory by successfully recruiting Multipack, a California-based beverage manufacturing and packaging company, to Caddo Parish. This \$10.4 million investment in a new production facility is not just a win for the company but a milestone for the regional economy. The facility, which began operations in the third quarter of 2024, produces more than 100 million cans annually, including sodas, teas, ready-to-drink cocktails, and seltzers. Multipack has already



created 141 direct jobs with an average annual salary exceeding \$51,000. Louisiana Economic Development (LED) projects an additional 228 indirect jobs, bringing the total impact to nearly 370 new opportunities for the community. The company’s presence underscores the region’s ability to attract industrial investment and highlights the collaborative efforts of BRF, LED, and the North Louisiana Economic Partnership (NLEP). With plans to expand operations further in 2025, Multipack is a shining example of economic growth and innovation in North Louisiana. Learn more about their operations at [multipackso-lutions.com](https://multipackso-lutions.com).

## EXPANDING ENTREPRENEURIAL SUPPORT: NORLAUNCH AND NORCAP

Thanks to two grants awarded by the Economic Development Administration (EDA), BRF’s Entrepreneurial Accelerator Program (EAP) significantly expanded its services in 2024. The NorLaunch grant focuses on meeting the needs of entrepreneurs in underserved and rural areas, providing free accelerator services to ensure no idea goes untapped. Complementing this, NorCap is dedicated to helping startups raise capital and educating local investors on effectively funding and supporting emerging businesses. These grants have enabled BRF to host a series of successful workshops and networking events, including the Food Truck Workshops in both Shreveport and Ruston, a Transportation Workshop, and regular 1 Million Cups gatherings. The positive outcomes of these initiatives are evident, and BRF plans to build on this momentum with even more events in 2025. Entrepreneurs and community members can stay informed about these programs and upcoming opportunities by visiting BRF’s EAP or Launch Network LA.

## A DECADE OF IMPACT: EAP’S 10TH ANNIVERSARY

In 2024, BRF’s Entrepreneurial Accelerator

Program celebrated a decade of empowering entrepreneurs and transforming ideas into successful businesses. Over the past ten years, EAP has screened more than 1,700 ideas, supported startups in raising millions of dollars in funding, and contributed to the creation of hundreds of jobs across North Louisiana. The 10th-anniversary celebration, held in the fall, was a testament to EAP’s enduring impact. The event honored 15 new startups, adding to the Sissy LaVigne Hall of Fame’s roster of over 100 companies launched through EAP’s support. These businesses, ranging from tech innovators like CyberReef to beloved local brands like Lowder Bakery and Streetcar Snoballs, highlight the program’s ability to nurture diverse and sustainable ventures. For a full recap of the event, visit EAP’s 10th Anniversary Celebration. On the Cusp Podcast: Celebrating Entrepreneurial Voices “On the Cusp,” a podcast hosted by Dave Smith and Matt Snyder, continued to showcase the vibrant entrepreneurial spirit of North Louisiana in 2024. This past year, the podcast featured inspiring stories from business leaders across the region, from Shreveport and Bossier to Ruston and Monroe. The purpose of the podcast is to educate North Louisiana by shining a spotlight on the voices and untold stories of our vibrant community. From passionate activists to innovative entrepreneurs and dedicated small business owners, our podcast dives deep into the heart of North Louisiana. With 2025 marking the milestone of 100 episodes and the conclusion of season nine, “On the Cusp” has become a vital platform for sharing the challenges and triumphs of local entrepreneurs. By amplifying these voices, the podcast strengthens the connection between the business community and the wider public, fostering a culture of innovation and collaboration. Catch all episodes and watch for new releases at <https://www.eapla.com/on-the-cusp/> or wherever you listen to podcasts. A PROMISING FUTURE The successes of 2024 underscore BRF’s unwavering commitment to driving economic growth, fostering innovation, and supporting entrepreneurs in North Louisiana. With groundbreaking developments, strategic partnerships, and impactful programs, BRF continues to create a brighter future for the region. As 2025 unfolds, the foundation laid in 2024 serves as a springboard for even greater achievements to better build the region of North Louisiana.

OPPORTUNITY ▼

# BIZ Magazine to Feature Special Edition for Bossier Chamber’s Awards Gala

As the Bossier Chamber of Commerce prepares for its highly anticipated Awards Gala on February 11, 2025, BIZ Magazine is launching a special edition to spotlight the outstanding businesses and professionals being celebrated.

This exclusive edition, created in partnership with the Bossier Chamber of Commerce, will debut digitally during the gala, with attendees gaining instant access via QR code. The following day, it will be distributed to BIZ Magazine’s full readership, ensuring maximum exposure for businesses featured in the issue.

The Bossier Chamber Awards Gala is a premier annual event that honors local businesses, entrepreneurs, and community leaders for their contributions to economic growth and development

in the region. This year’s event promises to be a gathering of key decision-makers, influencers, and business professionals, making it an ideal opportunity for companies to showcase their brand.

### ADVERTISING OPPORTUNITIES AVAILABLE

BIZ Magazine is offering exclusive advertising placements in this special edition, giving businesses a unique opportunity to connect with a highly engaged audience. From featured articles to customized ad placements, the edition provides visibility before, during, and after the event.

“This is a prime chance for businesses to align themselves with the most influential gathering of the year,” said David Specht, BIZ. Publisher. “We

are excited to help our local businesses make a lasting impact.”

### RESERVE YOUR SPOT

Businesses interested in advertising in this special edition can contact BIZ Magazine for more details. Opportunities are limited, and the deadline to secure placement is fast approaching.

For more information or to reserve your spot, reach out to BIZ Magazine today.

Don’t miss the chance to be part of this exclusive issue celebrating the best of Bossier’s business community!

—BIZ MAGAZINE

LEADERBOARD ▼

## CRI WELCOMES ANGEL SCOTT TO SHREVEPORT OFFICE

Carr, Riggs & Ingram (CRI) announced the addition of Angel Scott to their Shreveport, Louisiana office as Business Development Executive. A lifelong resident of the area, Scott brings more than 30 years of sales, service, and community engagement experience, marking a significant career transition after 24 years in the employment industry.

Scott stepped into her new role with CRI in late 2024. With a deep-rooted understanding of the Shreveport business landscape, she is positioned to enhance client relationships and further expand CRI’s presence in the local market.

## WILLIS KNIGHTON FIRST IN REGION TO USE CUTTING-EDGE CARDIAC ASSESSMENT TECHNOLOGY

Willis Knighton Cancer Center has become the first in the region to incorporate the innovative MRI-based platform MyoStrain to identify cancer patients at risk of cardiotoxicity from cancer treatments. Cancer therapies, while lifesaving, can pose risks to cardiovascular health, the damage seen years after survivors have completed treatment.

MyoStrain is a rapid and accurate cardiac software used to detect, manage and monitor patient heart health. The ultrafast MRI technique assesses myocardial dysfunction in the left and right ventricles of the heart

in about 10 minutes without use of contrast or need for the patient to hold their breath. It is able to detect subtle changes in cardiac performance often before symptoms begin.

“Early detection allows us to take early action, possibly reversing the process before the damage becomes permanent,” says Lane R. Rosen, MD, radiation oncologist and medical director of radiation oncology at Willis Knighton Health. Doctors at the cancer center collaborate with Kathryn A. Gayle, MD, advanced cardiac imaging cardiologist at Willis Knighton, to tailor treatment plans to minimize risks and then proactively monitor the heart throughout a patient’s treatment. This helps them ensure the best possible outcome.

“As one of the first radiation oncology departments in the United States to incorporate MyoStrain, we focus is on helping patients thrive long after cancer treatment is completed,” Dr. Rosen says.

## SHREVEPORT’S DR PHILLIP ROZEMAN NAMED CO-CHAIR OF LEADERS FOR A BETTER LOUISIANA

Baton Rouge, LA – Today, Leaders for a Better Louisiana announced that Dr. Phillip Rozeman of Shreveport will serve as Co-Chair of the organization’s first board, serving with Dr. Heather Poole of Alexandria. This follows the news released on Wednesday, January 15th that two historic statewide advocacy organizations have merged, Council for A Better Louisiana (CABL) and the Committee of 100 for Economic Development (C100).

A stalwart of community service, Phillip Rozeman was the previously the Vice Chair and chair-elect for C100. Heather Poole served previously as the chair of CABL. Their unified leadership in 2025 will steer the impact of the newly-merged organization and the leadership of its Board of Directors in its momentous first year.

“We are fortunate to have two distinguished and wise co-chairs to help lead the first year of our newly merged organization,” said Adam Knapp, CEO of Leaders for a Better Louisiana. “By serving together, one from each group, they will help ensure a smooth transition and push toward greater impact. We are also fortunate that our full board continues to be regionally representative and diverse, covering the whole state.”

Dr. Phillip Rozeman – previously the Vice Chair and chair-elect of the Committee of 100 for Economic Development (C100) and former board member of CABL – is the founding physician of Willis-Knighton Cardiology, with nearly four decades of practice in interventional cardiology. He earned his medical degree at LSU School of Medicine. Honored with the Robert B. Hamm Award for Distinguished Public Service by CABL and as the second recipient of the John Miciotto Lifetime Healthcare Achievement Award by the Bossier Chamber of Commerce, he has been active in leadership roles in healthcare, business and education. He has served as Chief of Staff and member of the board of trustees at Willis-Knighton Health System and is the past chairman of the Northwest Louisiana Medical Society. He has also been named Business Leader of the Year by both Greater Shreveport and Minden Chambers of Commerce and been inducted into the Junior Achievement

Business Hall of Fame. Phillip has received the service awards from the Louisiana Department of Education, Louisiana Association of Educators, and United Way, among many others. He is cofounder of the Alliance for Education, Education’s Next Horizon, three charter school boards including the Magnolia School of Excellence and board member of Louisiana Policy Institute of Children. Dr. Rozeman is happily married to Alma Pineda Rozeman for more than 40 years and has three children and four grandchildren.

## SHARE YOUR LEADERBOARD MOMENTS

BIZ Magazine, a leading business publication in Northwest Louisiana, is encouraging local businesses to share their successes through its 'Leaderboard' feature. This platform highlights notable achievements such as new hires, promotions, awards, and company milestones, aiming to celebrate and promote positive developments within the regional business community.

Submissions to the Leaderboard are shared with business leaders across Northwest Louisiana through the BIZ Daily Report and may also appear in the print edition when applicable. The magazine strives to process and post submissions within three business days, ensuring timely dissemination of news. All entries are subject to approval and may be edited for clarity.

Businesses interested in featuring their accomplishments can submit their news through the [Leaderboard Submission page on the BIZ Magazine website](#). This initiative reflects BIZ Magazine's commitment to fostering a connected and informed business community in Northwest Louisiana.



# Nonprofits' Work Crucial to Raising Quality of Life

It sometimes has been called a “generosity crisis.”

Based on philanthropic research conducted by Indiana University's Lilly Family School of Philanthropy, fewer U.S. citizens overall are donating to nonprofits than a decade ago. Taking inflation into account, financial support for charitable causes effectively has plateaued—it basically has been keeping pace with inflation, but only as a result of increasing reliance upon the generosity of the ultra-wealthy.

Should we be concerned? Does it matter if there are fewer kindhearted, socially-conscious citizens helping shoulder support for organizations that depend on voluntary contributions?

There is a strong case for saying “yes, we need more of those people, not less.” It has been commonly suggested that nonprofit organizations are the beating heart of a thriving community, playing a critical role in elevating the quality of life for all of us here in the Northwest Louisiana region, and for that matter, communities across the country.

Why though? What makes the nonprofit element so vital that it would be compared to a beating heart? Just rationally and at the surface, it is fair to say that the metaphor fits because support for volunteer-oriented good works is a reflection on the very spirit of the community. But pause for a minute and participate in a deeper dive, considering some of the additional context that informs how we got here.

## BRIEF OVERVIEW OF HOW THE NONPROFIT SECTOR HAS EVOLVED

Historically, the business (“private”) sector and the government (“public”) sector have worked and continue to work in tandem to advance the quality of life for individuals and their families. Some of our needs are met most satisfactorily by any one of us paying for a good or service in exchange for having the need met. Consider what you had for lunch. Then, other needs have proved to be met best by collecting and using tax money. Consider the road you were able to access in order to go to purchase what you had for lunch.

In the last century or so, however, a third sector—the nonprofit, or charitable, sector—has emerged to significantly help quality of life accelerate here in the United States and globally.

The seeds of the nonprofit sector as we know it today germinated in the early 1800s. A French government official named Alexis de Tocqueville visited the United States on a fact-finding mission to discover ideas that possibly could work in his native country. Tocqueville would later write enthusiastically about how commonly he had found citizens of this new nation taking the initiative to form associations of all types in the pursuit of elevating well-being. A few decades following the Civil War, Andrew Carnegie's widely-read Gospel of Wealth is credited with persuasively arguing for Americans to perceive themselves as owing a debt to society, and to voluntarily donate funds to organizations seeking to meet needs of their fellow citizens. Then, as the 20th century dawned, that sense began to flourish. So many of today's most widely recognized nonprofit organizations trace their origins to the early 1900s.

Today, about 1.35 million nonprofits operate in the U.S. according to the IRS' most recent



count (2023). Notably, that count does not include churches and other houses of worship that our tax code excludes from government oversight. So, that to say, we as Americans have a myriad of good causes pursuing some type of pro-social mission seeking to enhance quality of life.

## NONPROFITS FILL VOIDS CRITICAL TO INDIVIDUALS' AND FAMILIES' WELL-BEING

Contemplate for a moment the variety of those good causes we see. Among the most critical ones are those dedicated to poverty alleviation. They provide essential goods and services through food and nutrition programs, clothing assistance, and affordable housing, ensuring that the most vulnerable members of society have access to basic necessities. These assets in combination with wraparound childcare and training/employment initiatives not only alleviate immediate suffering, but also empower individuals to break free from the cycle of poverty, leading to increased self-sufficiency and a greater sense of well-being.

Health-oriented nonprofits, such as those concerned with cancer and other conditions, exist both to advance prevention initiatives, as well as to create and maintain resources for those dealing with a particular illness or injury. Somewhat in that same vein, there are other charitable causes that give focus to addressing urgent humanitarian crises, such as in times of natural disasters. These organizations provide life-saving aid, such as emergency medical care, ample supply of blood for surgical procedures, clean water, and shelter. Some also play a crucial role in long-term recovery efforts, helping communities rebuild and recover from trauma.

Education is another key area where nonprofits make a profound impact. From youth development programs to instructional museums to college scholarships, these organizations cultivate

self-actualization and a path to a productive career. By investing in education, nonprofits not only equip individuals with the skills and knowledge they need to succeed but also contribute to a more informed and engaged citizenry.

Moreover, nonprofits enrich our lives by promoting cultural and artistic expression. Through arts councils, festival events and more, they provide opportunities for individuals to connect with their creativity, explore diverse cultures, and experience the beauty of the arts. These experiences not only enhance our personal lives but also contribute to the vibrancy and vitality of our communities.

And there is so much more than there is space in this column to highlight them—e.g., nonprofits that play a vital role in environmental protection and sustainability, others that play a vital role in lifting up those with disabilities, and still others that play a vital role in animal welfare.

## CHARGE TO GENEROUS “JOES AND JANES”

With all of this in mind, and adding into the equation that the U.S. population continues to grow, it is so very important to reverse this trend of generosity shrinkage. Rather than seeing continued erosion in the number of actively generous individuals in the population, we need to see those numbers begin to trend upward. To the degree us “common Joes and Janes” are successful, we will make it so much more likely that our children and grandchildren progress toward increasingly stronger quality of life. The charge is this: We should and we must support any initiatives that work toward that outcome.

GREG THOMPSON | CHARITY REVIEW DIRECTOR  
BBB SERVING NORTHEAST & CENTRAL  
LOUISIANA & THE ARK-LA-TEX



HUB

*Continued from Page 4*

rooted in historical venues that have shaped music and culture for decades:

- Shreveport Municipal Auditorium – Home of the Louisiana Hayride, the legendary radio show that launched the careers of Elvis Presley, Johnny Cash, and Hank Williams.
- The Strand Theatre – Louisiana’s Official State Theatre, first opened in 1925.
- The Louisiana Grandstand – A 1925 historic landmark and one of Shreveport-Bossier’s newest live music venues.
- Beyond music, the Shreveport-Bossier Film & Entertainment Commission is actively working to revitalize the region’s reputation as a film and entertainment hub. The commission promotes unique assets, attracts film productions, and develops cultural tourism initiatives like music museums and entertainment tours.

“We are excited about the incredible momentum in Shreveport-Bossier’s film and entertainment

industry,” said Wade Marshall, Film & Entertainment Commissioner with Visit Shreveport-Bossier. “Every effort is geared toward enhancing our community and showcasing how Shreveport-Bossier is a dynamic destination, alive with music, art, film, food, festivals, and history.”

Major Investments & New Attractions in 2025

Shreveport-Bossier’s entertainment boom is further fueled by major investments and new attractions:

- LIVE! Casino & Hotel Louisiana (Opening February 13, 2025) – A state-of-the-art gaming, dining, and entertainment venue.
- Chasing Aces (Opening Spring/Summer 2025) – A cutting-edge golf and social entertainment destination featuring range bays, mini putting, and a golf shop.

Additionally, Curtis “50 Cent” Jackson’s G-Unit Inc. is investing in the local community, with events like Humor & Harmony Weekend (August 2024) proving the market’s potential for large-scale festivals and

high-profile entertainment.

Upcoming Concerts & Events in Shreveport-Bossier

With events happening every weekend, Shreveport-Bossier continues to attract top-tier talent across music, comedy, and performing arts. Notable upcoming events include:

- Kix Brooks & Friends – Louisiana Grandstand (January 31)
- Harlem Globetrotters – Brookshire Grocery Arena (February 6)
- Juvenile + 400 Degrees Band – Municipal Auditorium (February 14)
- Sara Evans – Louisiana Grandstand (February 15)
- Jo Koy: Just Being Koy Tour – The Strand Theatre (March 9)
- Eli Young Band – Louisiana Grandstand (March 28)
- State Ballet Theatre of Ukraine: Swan Lake – Municipal Auditorium (March 28)
- Fred Armisen – Louisiana Grandstand (March 30)
- Martin Lawrence – Brookshire Grocery Arena (April 4)
- Golden Girls: The Laughs Con-

tinue – The Strand Theatre (April 16)

- Parker McCollum: What Kinda Man Tour 2025 – Brookshire Grocery Arena (July 24)

For a full calendar of concerts, festivals, and entertainment events, visit the SB Fun Guide or Visit-ShreveportBossier.org.

A Bright Future for Shreveport-Bossier’s Entertainment Economy

With continued growth in film, music, and tourism, the entertainment industry is playing a critical role in the economic revitalization of Shreveport-Bossier. The expansion of live entertainment venues, film production investments, and cultural tourism initiatives is creating jobs, increasing tourism revenue, and enhancing community pride.

As 2025 unfolds, Shreveport-Bossier is positioned to become one of the South’s top emerging entertainment destinations, ensuring long-term prosperity and cementing its reputation as a premier hub for film, music, and live entertainment.

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