STATE OF THE COMMUNITY REPORT
BOSSIER CHAMBER
2023 EDITION
HEALTHCARE • ENERGY • TRANSPORTATION • DEFENSE • CYBER/TECH • EDUCATION • TOURISM
23
MAPPING OUR FUTURE
ROAD TO SUCCESS
Bossier Chamber of Commerce
BOSSIERCHAMBER.COM

IT'S ALL ABOUT MEASURING SUCCESS

Our State of the Community Report is a way for us as your Chamber of Commerce to put an emphasis on our assets in Northwest Louisiana. But, in addition to that, we are looking for further growth and success points in each area so that our region can continue to move the needle for more economic prosperity.

We know our healthcare, our transportation system, our defense industry and our energy sector are strong. And, not every region – particularly the size of Shreveport-Bossier – has such a wealth of assets.

We have what it takes to be great. You'll see it on every page of this report.

Let's just keep advocating for the right stuff to keep moving forward.

Jessica Hemingway
Vice President/Bossier Chamber of Commerce

Principal Investigator/ State of the Community Report

METHODOLOGY

Last year's report was an introduction to some key assets in our community. That baseline of information was a great foundation to start growing the State of Community Report to provide more data points that we could measure year-over-year to find growth points and success points.

This year, we have tried to add a couple of things across each page to continue to tell the story of where our community stands. We have shown you data for our assets over the last 5 to 10 years, in an effort to show how those assets have been trending. And, we have added priorities for each sector to every page, to show you not only what our community has been working on but the progress that has been made. But it doesn't stop there. Some of those priorities are things yet to be seen and we need your help in continuing to advocate for them until they reach the finish line.

Mike Busada, Chair
Bossier Chamber Community Sustainability Committee

SPONSORS

Special thanks to Willis-Knighton Health System for their presenting sponsorship of this new event. They have been with us from the beginning of this effort as we conceptualized and delivered. Thank you for that support.

Thank you also to our supporting sponsors, Barksdale Federal Credit Union and Mike McSwain Architect for your support of the work of the Bossier Chamber of Commerce.

PRESENTING SPONSOR

Willis-Knighton Health System

SUPPORTING SPONSORS

Barksdale Federal Credit Union™ *Your Financial Partner for Life™*

mike mcswain ARCHITECT

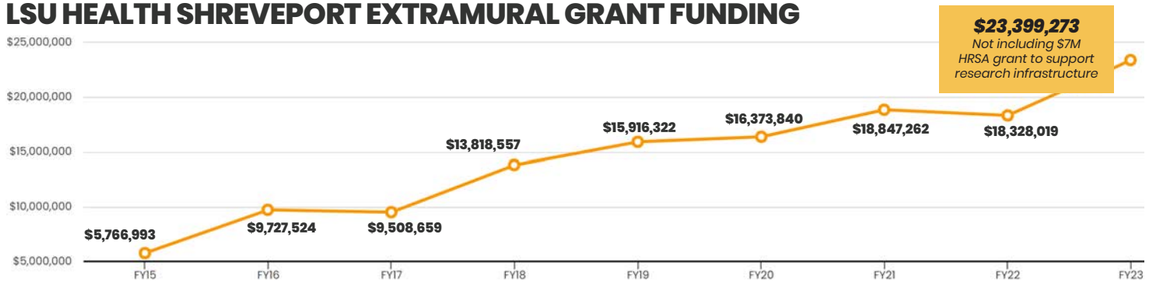
HEALTHCARE

HEALTHCARE SPONSOR: CHRISTUS SHREVEPORT-BOSSIER Health System

LSU HEALTH SHREVEPORT RESEARCH DOLLARS 2013-2022

In recent years, the Office of Research at LSU Health Shreveport has been laser focused on building the infrastructure required to create an upward trajectory in external research funding. The results of those efforts is an over 400% increase in competitive external grant funds since 2015.

LSU HEALTH SHREVEPORT EXTRAMURAL GRANT FUNDING



TOTAL ACTIVE FUNDING FOR FY24 TO DATE: $17.2M

Total grant funding at LSUHS supports basic science and clinical research, training for students and fellows, and the development of new technologies.

Source: *LSU Health Shreveport*

LSU HEALTH SHREVEPORT 10-YEAR REVIEW

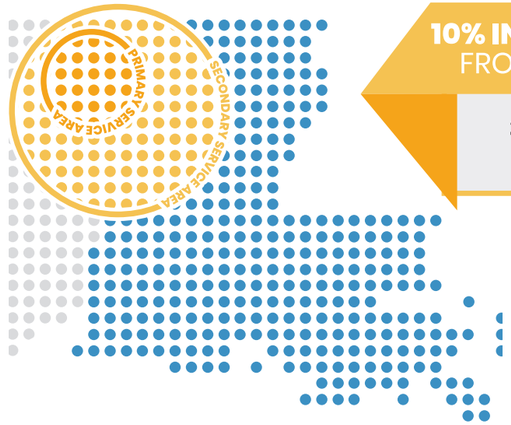
46% *Medical students have matched for residency in Louisiana 46% of the time.*

98.8% *Average of four-year medical students who matched into a residency, yielding one of the highest match rates in the US.*

- *Increased residents from 556 to 631.*
- *Expanded from 41 to 47 accredited residency programs.*
- *Since the Ochsner LSU Health Shreveport clinical partnership, LSU Health Shreveport has grown its clinical faculty 28% adding 91 new physicians.*
- *Each practicing physician generates an average of $2M annually into the economy.*

NORTHWEST LOUISIANA HOSPITAL SYSTEMS

RADIUS OF CARE



10% INCREASE FROM 2021

$2.36B

2022 EARNINGS IN THE HEALTHCARE SECTOR ACROSS BOSSIER AND CADDO PARISHES

14.7% INCREASE FROM 2021

$2.7B

2022 GROSS REGIONAL PRODUCT FOR BOSSIER AND CADDO PARISHES IN THE HEALTHCARE SECTOR

Source: *Lightcast*

ADVOCACY POINTS

01 SCOPE OF CARE The struggle over the scope of care between physicians and advanced practitioners is an ongoing discussion at the state legislative level. Balancing patient safety, quality of care, and maximizing healthcare resources are key considerations in this ongoing debate. The question revolves around which health care tasks each group should be authorized to perform. Education and training vs the need to help relieve healthcare workforce shortages are at the center of this debate.

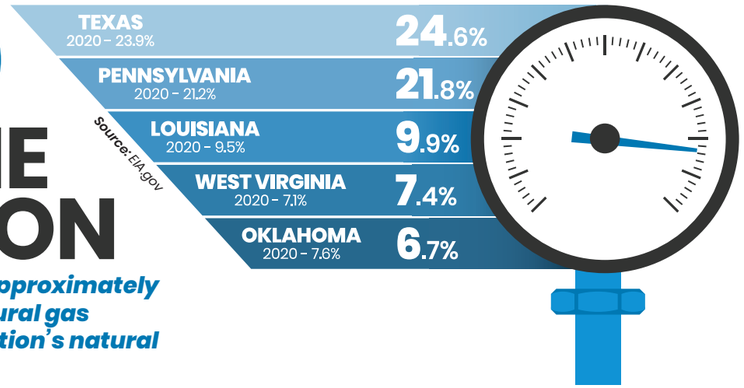
02 LICENSE PORTABILITY The Chamber has been working with elected officials, industry professionals and associations to advocate for Louisiana to join an interstate compact in key occupations like nursing and physical therapy so that individuals who move here – particularly our military spouses – can use their licenses from other states to transition into our workforce more quickly. There is room for our state to add more occupations to this list of licensure portability to help promote workforce flexibility, address workforce shortages, improve access to care, and support the growth of telehealth/telemedicine.

03 RESEARCH DOLLARS We will continue to advocate for the efforts of LSU Health Shreveport to utilize its resources to seek more federal grants. Funding projects through the National Institute of Health is a priority because research leads to patents and patents can lead to new businesses and economic activity in our region.

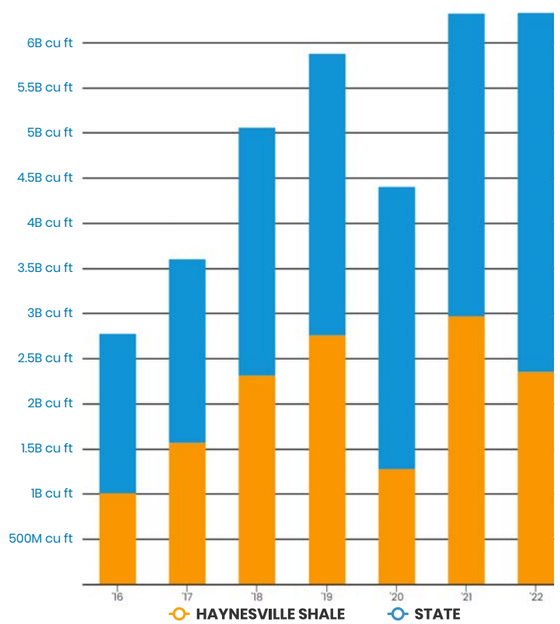
ENERGY

ENERGY SPONSOR: swn Southwestern Energy®

3RD IN THE NATION



In 2021, Louisiana accounted for approximately 10% of the total marketed U.S. natural gas production and holds 7% of the nation's natural gas reserves.



NORTH LOUISIANA IS VITAL TO THE OIL & GAS INDUSTRY

The Haynesville Shale natural gas production currently accounts for about 14% of all U.S. dry natural gas production.

Source: *EIA.gov*

According to 2022 numbers, Louisiana shipped 63% of the nation's liquefied natural gas exports and approximately 14% of its coal exports.

Source: *EIA.gov*

An average of 65 rigs were in operation in 2022 in the Haynesville Shale. This is a 43% increase compared with 2021. As natural gas prices fell in Q1 of 2023, the number of active rigs plateaued at approximately 68 rigs.

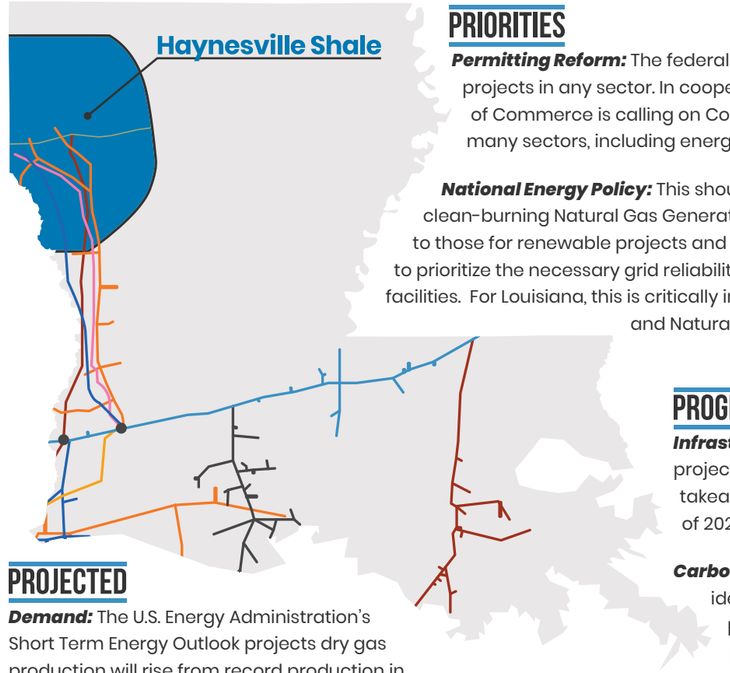
Source: *Baker Hughes*

NATURAL GAS HIGHEST GROSSING PARISHES

2016-2022

1. DESOTO — 7,846,803,854
2. CADDO — 3,055,861,475
3. RED RIVER — 2,504,809,841
4. BOSSIER — 1,558,375,152
5. SABINE — 1,165,152,966

LEVERAGING OUR FUTURE



PRIORITIES

Permitting Reform: The federal permitting process is very time consuming for projects in any sector. In cooperation with industry leaders, the U.S. Chamber of Commerce is calling on Congress to address the process to help with many sectors, including energy, which greatly benefits Louisiana.

National Energy Policy: This should include opportunities to expeditiously add clean-burning Natural Gas Generation Facilities, including both incentives equal to those for renewable projects and require Regional Transmission Organizations to prioritize the necessary grid reliability studies for those dispatchable generation facilities. For Louisiana, this is critically important to our economy and our vibrant Oil and Natural Gas industry.

PROGRESS

Infrastructure/pipelines: Three new pipeline projects, if completed on time, will add 5.0 Bcf/d of takeaway capacity out of the Haynesville by the end of 2024.

Carbon Capture: Boasting a highly skilled workforce, ideal geography and industrial corridors with pure carbon sources close to existing CO2 pipeline infrastructure, we are uniquely positioned to be a key player in Carbon Capture Storage. (According to LMOGA)

Legislative: In this year's legislative session, the passing of House Bill 571 will give local governments a portion of revenue from carbon stored under state-owned land or water bottoms.

PROJECTED

Demand: The U.S. Energy Administration's Short Term Energy Outlook projects dry gas production will rise from record production in 2022, increasing 2.2% in 2023 and a projected 3.66% in 2024. Natural gas demand globally is expected to grow at an average annual growth rate of 1.5% per year for the 2019-25 period. (Source: According to IEA's latest estimates.)

Hydrogen: A multistate hydrogen hub consisting of Louisiana, Oklahoma and Arkansas, known producers of large amounts of hydrogen, will be established for the development, production and use of hydrogen as fuel and manufacturing feedstock. This partnership will enable us to collectively compete for federal funding that's available for the creation of regional clean hydrogen hubs.

Solar: There is a growing trend for companies to lease farmland - or former farmland - for solar farms, otherwise known as solar compounds. Our area and our state are both seeing activity in this regard. At the legislature this year, a continuing resolution was brought - HCR 45 - to establish the Louisiana Solar Siting Task Force to study the impact of, and alternatives to, locating solar energy developments on farmland. While this did not quite make it to the House floor, there is growing concern about these developments and some parish/municipal governments are taking their own actions to study - and at least delay - what leases like this would mean for their areas.

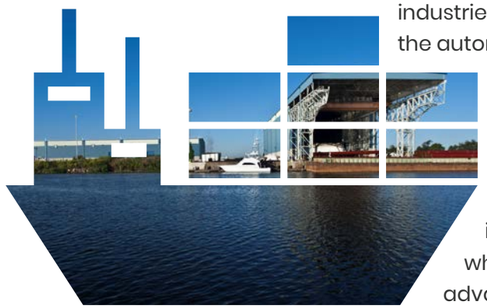
TRANSPORTATION

TRANSPORTATION SPONSOR:

BROWN BUILDERS

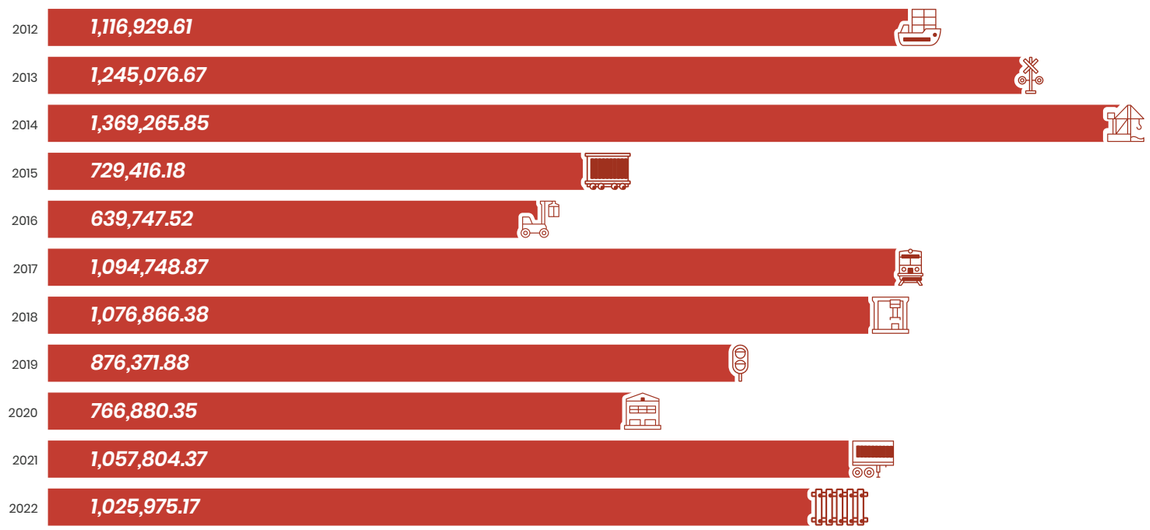
NORTHWEST LOUISIANA - A TRANSPORTATION HUB

It is widely peceived that manufacturers take the most advantage of portability of goods, but numerous industries rely on transportation for their success. Retailers, restaurants, the automotive industry, pharmaceutical companies, healthcare and tourism to name a few. Northwest Louisiana accommodates industry with two major interstates – one east-west and one north-south - an inner loop system, two Class 1 railroads, a multimodal port, and a regional and general aviation airport. Geographically, our area is close to many large cities, making it easy for business owners, travelers, or potential residents who are thinking of locating here to see Shreveport-Bossier as an advantageous place to be.



PORT OF CADDO-BOSSIER TOTAL TONNAGE

(WATERBORNE AND RAIL)



PROGRESS ON OUR PRIORITIES

Many of our high visibility transportation projects are making great strides recently. While progress has been made, we will continue to advocate for the projects all the way to completion.

PROJECT NAME	PHASE: PLANNING/ENVIRONMENTAL	FUNDING	ENGINEERING	CONSTRUCTION	NOTES:
I-69 SIU 15 Service Road					Need additional funding for COVID cost increase Eng. to be let late fall 2023. Port submitted a $17.25 INFRA Grant.
I-69 SIU 15 Mainline					ROD issued applying for MEGA Grant Funding
Jimmie Davis Bridge (LA 511)					Project let as design build, some funding removed in 2023 legislative session will need to be replaced
I-49 North (I-220 to State Line)					Construction Complete
I-49 Inner City Connector					Finalizing the EIS Partial funding from BP Oil spill and Vehicle Sales Tax
I-20 Rehabilitation					Construction began September 2023
I-20 Passenger Rail					Amtrak has submitted for $14.3 Million from the Federal State Partnership Program. Southern Rail has submitted application under the Corridor Identification Program
LA 3132 (Inner Loop) Extension					Waiting on Signature from FHWA on the FONSI. NLCOG has programed $1 million to begin ROW mapping.

Source: NLCOG

AIRPORT TOTAL RIDERSHIP

Since 2020, the number of available seats the airlines offer has declined overall, taking the overall ridership numbers at Shreveport Regional Airport down as well.

DEFENSE

DEFENSE SPONSOR: cyber innovation center™

ECONOMIC IMPACT OF MILITARY SPENDING BY REGION AND STATEWIDE

In FY20, Department of Defense and USCG contract spending with Louisiana recipients reached nearly $2.5 billion. This is a notable increase since 2016. Ship building and other heavy and civil engineering construction are the leading sectors in which defense contracting work is performed in the state of Louisiana.

1	Southeast	$1,348,992,166
2	Bayou	$604,654,901
3	Capital	$313,779,571
4	Arcadiana	$93,187,244
5	Southwest	$39,692,572
6	Central	$39,159,478
7	Northwest	$27,885,057
8	Northeast	$10,146,695

Source: LED Military Impact Analysis October 2021 Report

	OUTPUT	EMPLOYMENT	STATE AND LOCAL TAXES	PERCENT OF REGIONAL GDP	PERCENT OF REGIONAL PAYROLL EMPLOYMENT
SOUTHEAST	$3,506,296,000	22,227	$115,291,000	2.24%	3.44%
CENTRAL	$1,896,834,000	19,447	$74,402,000	12.16%	17.03%
NORTHWEST	$1,631,794,000	16,434	$67,824,000	4.40%	6.65%
BAYOU	$988,564,000	5,281	$27,949,000	3.54%	4.59%
CAPITAL	$597,561,000	4,467	$22,014,000	0.64%	1.08%
SOUTHWEST	$568,264,000	5,667	$22,362,000	1.92%	3.97%
ACADIANA	$293,295,000	2,235	$11,849,000	0.73%	0.97%

Source: LED Military Impact Analysis October 2021 Report
Economic impact includes the direct, indirect and induced spending from military asset, contractor and retiree spending in Louisiana and by LED Region.

BAFB PRIORITIES

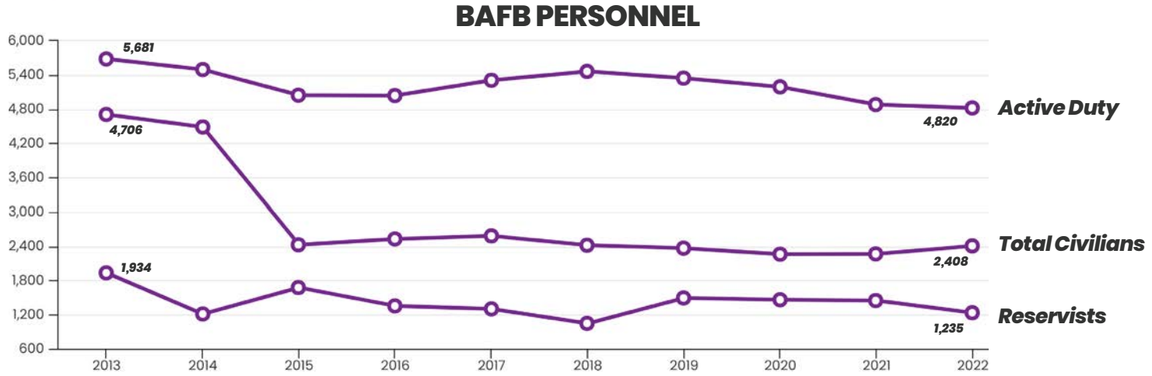
The Air Force has many projects we have advocated for that are either specific to Barksdale (top graphic) or support its mission (bottom graphic).

PROJECT NAME	PHASE PLANNING/ENVIRONMENTAL	FUNDING	ENGINEERING	CONSTRUCTION	NOTES:
I-20 BAFB Gate Access-Local					Construction complete
I-20 BAFB Gate Access-Base					Clearing and grubbing
Weapons Generation Facility					Completion expected by 2026
Communication Building					Construction complete within 90 days

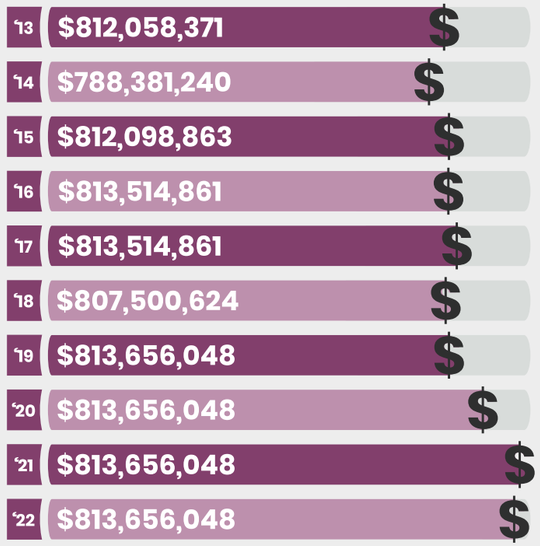
The B-52 has been in operation for 61 years. Modernization of the engine and radar system will keep the B-52 capable through the 2050s. Both projects start with the prototype process. Once that is complete, then the final projects will begin to be built.

B52 Re-Engining Prototype		The prototype is set to be built in 2025
Radar Upgrades Prototype		The prototype is set to be built in 2027

ECONOMIC AND EMPLOYMENT IMPACT OF BAFB TO OUR REGION



Source: BAFB Economic Impact Reports



HOW BAFB POWERS ECONOMIC GROWTH IN BOSSIER-SHREVEPORT

The impact of Barksdale Air Force Base on the local economy of Shreveport-Bossier has only grown over time as Barksdale is the single largest employer for the region. Barksdale is home to the Air Force Global Strike Command, with the 2nd Bomb Wing as its host, as well as the 8th Air Force, 307th Bomb Wing, 49th Test and Evaluation Squadron, Det 13 ACC TRSS, 8th Information Warfare Flight and the 26th Operational Weather Squadron.

Source: BAFB Economic Impact Reports

CYBER AND TECHNOLOGY

EDUCATION

EDUCATION SPONSOR: CHESAPEAKE ENERGY

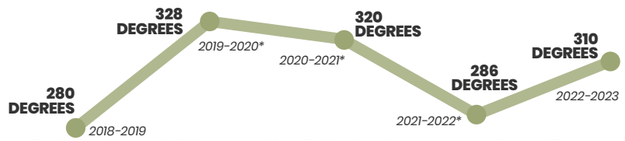
ACROSS THE REGION, ESTIMATED IMPACT OF THIS EMERGING INDUSTRY

APPROXIMATELY
2,500
JOBS

APPROXIMATELY
$175M
ANNUAL EARNINGS

CYBER AND TECHNOLOGY GRADUATES

The schools along the cyber corridor are gaining momentum in program offerings and working to grow the number of graduates in the program areas. These numbers reflect totals across all related degree programs and schools combined, including associate's degrees, bachelor's degrees, and master's degrees.



Technology degree statistics provided from 5 of the 6 partner schools over the past five years.
**One partner school resulted in information for only three of the last five years.*
*Years with an * have all five schools' information.*

CYBER CORRIDOR

Bossier City is home to the National Cyber Research Park, which is the anchor to what we know as the Cyber Corridor. Working with industry partners on this mission, our education institutions have made a commitment to help grow this emerging workforce of cyber and technology jobs, keeping our area at the forefront of this industry and growing the corridor into the future.

Northwestern State University of Louisiana · SUSLA Southern University Shreveport Louisiana · Louisiana Tech University · LSUS Shreveport · Bossier Parish Community College · Grambling State University

INTERSTATE 20 — INTERSTATE 20

OUR UNIVERSITIES ARE COMMITTED TO GROWING OUR WORKFORCE IN CYBERSECURITY

Cyber: *relating to or characteristic of the culture of computers, information technology, and virtual reality.*

Information Technology *focuses on the systems that store and transmit digital information.*

Cybersecurity *focuses on protecting electronic information stored within the systems, particularly digital information and infrastructure.*

CADDO

1.73% MILITARY-CONNECTED STUDENTS
613 STUDENTS HOME-SCHOOLED
70% ECONOMICALLY DISADVANTAGED

BOSSIER

12% MILITARY-CONNECTED STUDENTS
364 STUDENTS HOME-SCHOOLED
56% ECONOMICALLY DISADVANTAGED

ENROLLMENT

34,850 Caddo

22,417 Bossier

CADDO

- 22,189 BLACK OR AFRICAN AMERICAN 63.67%
- 9,444 WHITE 27.09%
- 1,714 HISPANIC/LATINO 4.91%
- 982 TWO OR MORE RACES 2.81%
- 464 ASIAN 1.33%
- 41 NATIVE HAWAIIAN OR PACIFIC ISLANDER 0.11%
- 16 AMERICAN INDIAN OR ALASKAN 0.04%

BOSSIER

- 11,952 WHITE 53.31%
- 6,599 BLACK OR AFRICAN AMERICAN 29.43%
- 2,494 HISPANIC/LATINO 11.12%
- 891 TWO OR MORE RACES 3.97%
- 357 ASIAN 1.59%
- 68 NATIVE HAWAIIAN OR PACIFIC ISLANDER 0.3%
- 56 AMERICAN INDIAN OR ALASKAN 0.24%

WORKFORCE READINESS STATS

CADDO		BOSSIER	
1,831 STUDENTS WITH A TOPS DIPLOMA	354 STUDENTS WITH A JUMPSTART DIPLOMA	1,117 STUDENTS WITH A TOPS DIPLOMA	311 STUDENTS WITH A JUMPSTART DIPLOMA
722 PARTICIPATING STUDENTS IN COURSEWORK AT CADDO CAREER CENTER	1,829 STUDENT EARNED INDUSTRY-BASED CERTIFICATIONS 22-23	1,551 PARTICIPATING STUDENTS IN COURSEWORK AT BPSTIL	3,748 STUDENT EARNED INDUSTRY-BASED CERTIFICATIONS 22-23

Source: *Dept. of Education* *All stats as of February 1, 2022*

TOURISM

GOAL $1 BILLION DIRECT VISITOR-BASED ECONOMIC IMPACT

COMMUNITY SENTIMENT

A 2022 survey* was conducted of Shreveport-Bossier City workers and residents to gauge their perceptions of the two cities, their personalities and what make them unique.

KEY INSIGHT

A place that supports local business:

Do local, independent businesses connect residents?

6 STRATEGIC GOALS

The Shreveport-Bossier Destination Master Plan consists of six overarching strategic goals and numerous actionable initiatives and tactics for each. The development of this plan was based entirely on what public officials, industry leaders, and residents stated are important to them during a full year of extensive community engagement.

PUBLIC, PRIVATE, AND CIVIC GOALS

- *Increase and diversify community collaboration*
- *Increase visitor volumes in the meetings and conventions sector*
- *Accelerate mixed-use development, placemaking and mobility innovation along the two urban waterfronts*

VISITOR-RELATED GOALS

- *Capitalize on surging demand for sports tourism*
- *Accelerate business development in outdoor recreation and upgrade event venues*
- *Increase support for local entrepreneurs in art, culture, film, food, music, retail and other creative businesses*

**All information provided by Visit Shreveport Bossier, direct from their Destination Master Plan and Branding initiative performed by MMGY Travel Intelligence.*

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