

# STATE OF THE COMMUNITY REPORT



BOSSIER  
CHAMBER

**2022  
EDITION**



**Bossier**  **Chamber**  
*of Commerce*

BOSSIERCHAMBER.COM

# WHO IS CIC?

We are creating a knowledge-based **workforce**.

We are promoting research, education, & technological **innovation**.

We are fostering **alliances** between government, industry, & academia.

We are **2K new jobs** & **\$148M in new household earnings**.

We are **\$154M in new business sales**.

We are...

## Securing our FUTURE TODAY



A physical location for government, industry, and academic partners to collaborate, conduct leading research, and develop state of the art technology.



The CIC's partnership with Air Force Global Strike Command that rapidly creates solutions to benefit the warfighter and aids in revitalizing the Air Force nuclear enterprise.

### CYBER.ORG

THE ACADEMIC INITIATIVE OF THE CYBER INNOVATION CENTER

A cybersecurity workforce development organization that targets K-12 students with cyber career awareness, curricular resources, and teacher professional development.



cyber innovation center™

## LET'S FOCUS ON FOUR

Bossier and our surrounding Northwest Louisiana community is fortunate to include several significant assets that provide built-in advantages to compete in the modern economy. As a Chamber of Commerce, our mission is to support our local businesses and partner with them in their economic development. One of the ways we do that is by identifying the needs of our industry partners and then galvanizing the community to work with us as we advocate for policies and resources for our businesses so they can flourish.

While our community has the ability to be competitive in a wide variety of industries, the Bossier Chamber has established the State of the Community Report to allow us to be laser focused on four key growth areas where we have built-in advantages in place.

We call this the **Focus on Four**. These four areas are healthcare and innovation; energy, transportation and logistics; and defense and technology.

- Regarding healthcare and innovation, our community is home to **one of only 155** academic medical institutions in the country. This establishment, along with other healthcare-focused businesses and organizations, provides a tremendous opportunity to be a leading hub for science, innovation and health care services.
- Energy has long been a major pillar of our economy. Our significant pipeline infrastructure and the geographical position over the Haynesville Shale, contributes to Louisiana being **third in the nation** for natural gas production. We are not only prepared to compete today but also well into the future, adapting to constant changes in the markets.
- To accommodate modifications in supply chains, logistics and transportation will be a key area for significant economic growth. We have the ability to capitalize on our area by utilizing our geographical location at the center of a cross-country interstate system, as well as our other built-in advantages: **one of only 40** inland ports in the U.S. – the Port of Caddo-Bossier, a regional airport with an ever growing cargo capacity, and multiple railway options.
- Northwest Louisiana is home to **one of 10** major Air Force commands in the country. The military, and specifically the Air Force, has a focus on technology and innovation that provides our community with an unparalleled opportunity to build our information technology and cyber ecosystem.

In this book you will find a baseline of details about each of these four focus points. This year is merely a starting point to identify the assets we do have and bring together a consensus to make these our region's top priorities.

But, we don't want to stop there.

We want our industry leaders to help us recognize how we can achieve even greater success in these four areas. In the future, we can calculate our growth points as well as compare our success to areas with similar assets. Overall, this information showcases to those looking to move to our area the tremendous assets and benefits we offer. We will remain mindful to ensure that all of our policies, politics, and purpose are aligned to help us push the ball forward.

*We hope you'll join us in this effort!*



Mike Busada, Chair  
Bossier Chamber Community  
Sustainability Committee

## 4 FOCUS POINTS



318.759.1600



6300 E. Texas St. Bossier City, LA



cyberinnovationcenter.org





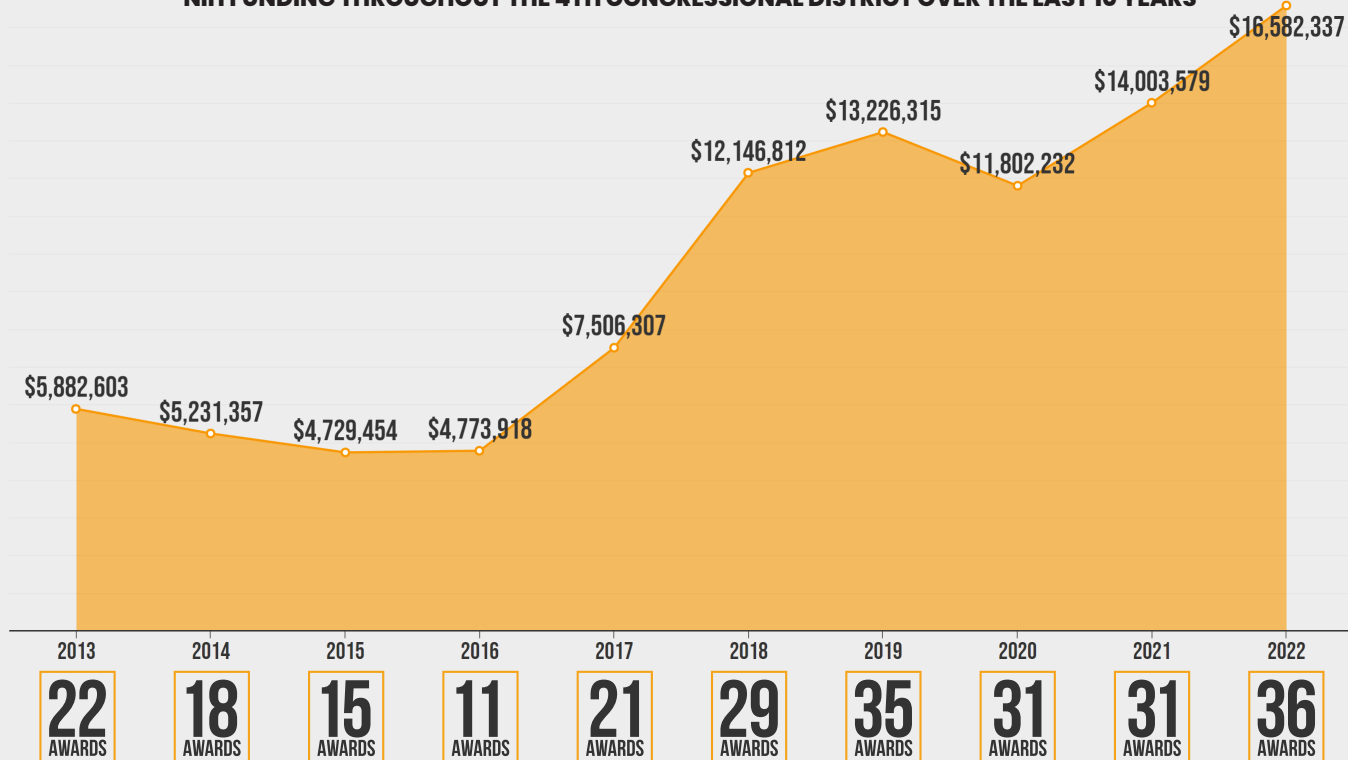
# HEALTHCARE

*Healthcare is one of the top leading industries in Bossier and Caddo parishes. Our region also boasts a medical school, one of only 155 in the country.*

## FEDERAL INVESTMENT IN RESEARCH IS A KEY INDICATOR FOR MEDICAL SCHOOLS

The National Institutes of Health (NIH) budget, and the research at medical schools and teaching hospitals that it funds, is an investment that results in saved lives, better health, economic growth, stronger local and regional economies, and U.S. global leadership in science and technology. Medical schools and teaching hospitals conduct nearly 55% of all NIH extramural research.

NIH FUNDING THROUGHOUT THE 4TH CONGRESSIONAL DISTRICT OVER THE LAST 10 YEARS



2021 EARNINGS IN THE HEALTHCARE SECTOR  
ACROSS BOSSIER AND CADDO PARISHES  
**\$2.12 BILLION**



428

### EMPLOYERS

There are an estimated \*428 employers across Bossier and Caddo parishes competing for healthcare employees.

5,800

### UNIQUE JOB POSTINGS

In the last 12 months, there have been more than 5,800 unique job postings in the healthcare industry alone in Bossier and Caddo parishes.

## HEALTHCARE INDUSTRY SNAPSHOT

Most jobs in the healthcare industry in Bossier-Caddo are healthcare practitioners and technical occupations.

Source: Lightcast  
\*Metrics estimated from multi-parish medical provider data.



2021 GROSS REGIONAL PRODUCT FOR BOSSIER  
AND CADDO PARISH HEALTHCARE SECTOR  
**\$2.36 BILLION**



# ENERGY

## 3<sup>rd</sup> IN THE NATION

Louisiana ranks third in natural gas production and proved reserves among the states.

Situated at the mouth of the Mississippi River, Louisiana has abundant crude oil and natural gas reserves both onshore and offshore, buried beneath the thick sediments of the Mississippi Delta.

# TOP 5 NATURAL GAS PRODUCING STATES

AND THEIR SHARE OF TOTAL U.S. NATURAL GAS PRODUCTION IN 2020

The Haynesville Shale is a prolific dry natural gas play in NW Louisiana and E. Texas, located near petrochemical complexes and LNG export facilities. The play is currently experiencing a renaissance due in part to a new well design.

Louisiana's **14 oil refineries** account for nearly **one-fifth** of the nation's refining capacity and can process about 3.2 million barrels of crude oil per day.

In 2021, Louisiana shipped **52%** of the nation's liquefied natural gas exports and **13%** of coal exports. New Orleans is the **third-largest** U.S. coal exporting port.

23.9% TEXAS

21.2% PENNSYLVANIA

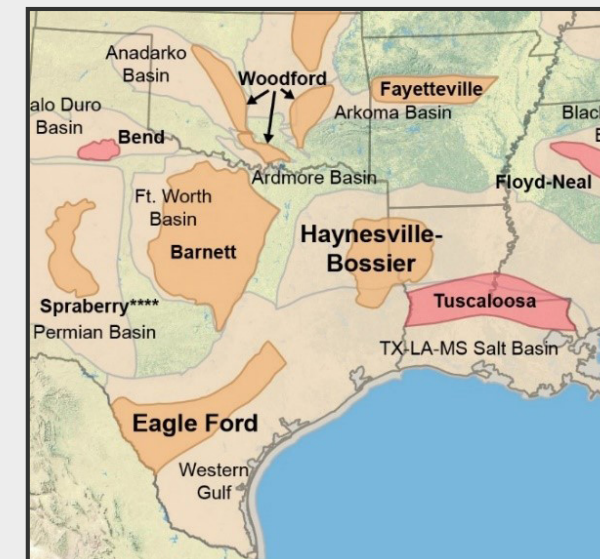
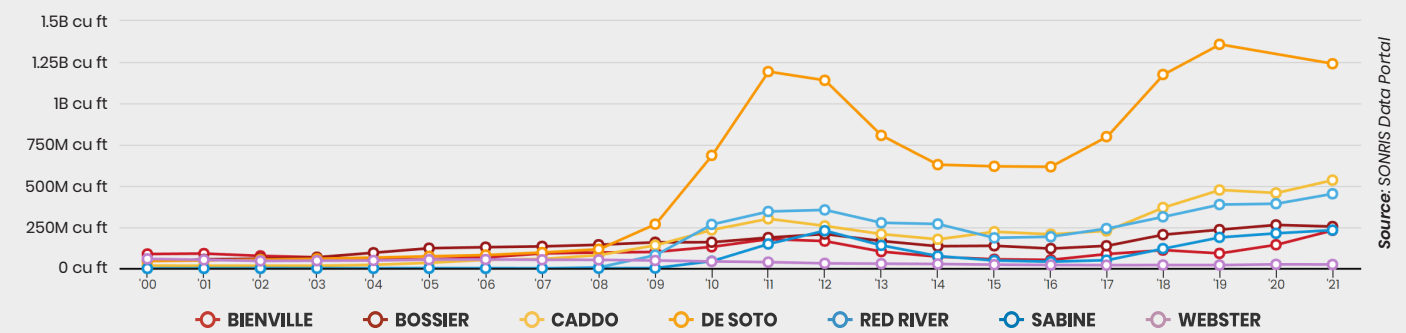
9.5% LOUISIANA

7.6% OKLAHOMA

7.1% WEST VIRGINIA

Source: EIA.gov

## 20YR HAYNESVILLE SHALE NATURAL GAS OUTPUT



## GEOGRAPHY OF THE HAYNESVILLE REGION

Industry reports show that natural gas production in the U.S. is surging, due in part to production from the Haynesville Shale, the **third-largest natural gas producer** in the nation. Industry publications are seeing a shift in investment leaving the northeast states in favor of the Haynesville Shale due to pipelines and infrastructure in Louisiana for LNG exports.

## EMERGING INDUSTRY

Louisiana could become the carbon capture capital of the South. Propelled by federal funding promoting carbon dioxide sequestration technology, a governor focused on reducing emissions and the geological formations to make it all possible, Louisiana is flourishing in this industry.

During the past year the combination of those factors has led to \$6.1 billion in announced carbon capture projects promising hundreds of new permanent jobs and thousands of construction jobs in Louisiana.

Bia Energy Operating Company announced that it is evaluating a \$550 million blue methanol production plant that would be located at the Port of Caddo-Bossier. The plant would feature carbon capture capabilities reducing CO<sub>2</sub> emissions by more than 90% compared to other methanol plants. If the plant becomes operational, the company would create 75 direct new jobs and 390 indirect jobs.



**CARBON CAPTURE AND STORAGE (CCS)** involves the capture of carbon dioxide (CO<sub>2</sub>) emissions from industrial processes, such as steel and cement production, or from the burning of fossil fuels in power generation. This carbon is then transported from where it was produced, via ship or in a pipeline, and stored deep underground in geological formations.

**BLUE METHANOL** is produced using blue hydrogen in combination with carbon capture technology, vastly reducing well-to-tank carbon dioxide emissions.





Source: The Port of Caddo-Bossier

# TRANSPORTATION

Northwest Louisiana  
is a transportation  
hub for businesses  
and residents alike.

**1** MULTI-MODAL  
PORT THAT SERVES A

**4K** ACRE INDUSTRIAL  
PARK

THE PORT OF CADDO-BOSSIER 2021 DATA	BARGE TONNAGE 397,782 TONS	RAIL TONNAGE 650,322 TONS	TOTAL TONNAGE 1,057,804 TONS
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Source: North Louisiana Economic Partnership



### 2022 ROADS AND BRIDGES

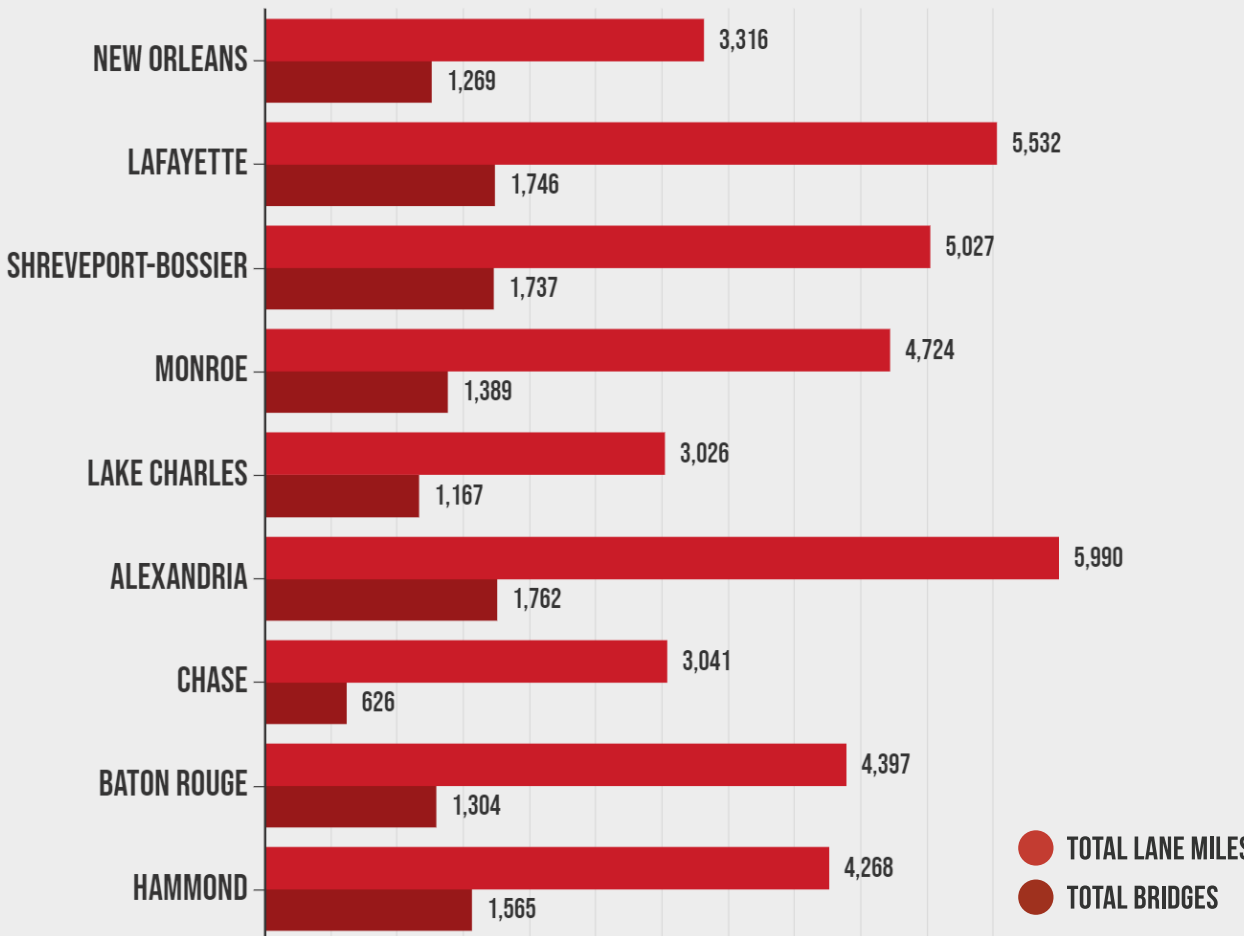
Louisiana has the third largest bridge infrastructure in the nation when the number of bridges and bridge size is accounted for. Currently, there are 7,846 state-owned bridges and 4,736 locally-owned bridges.

**3** CLASS 1 RAILWAYS | **3** SHORT LINE RAILROADS | **1** NORTH SOUTH AND **1** EAST WEST |  **INTERSTATE SYSTEM**

## INFRASTRUCTURE INVESTMENT AND JOBS ACTS DOLLARS

LOUISIANA	TEXAS	ARKANSAS	MISSISSIPPI	ALABAMA
<b>\$1,557</b> per person	<b>\$1,216</b> per person	<b>\$1,648</b> per person	<b>\$1,507</b> per person	<b>\$1,387</b> per person

### LA DOTD DISTRICTS



### SHREVEPORT REGIONAL AIRPORT

**4** AIRLINES  
ALLEGiant AIR  
AMERICAN AIRLINES  
DELTA AIRLINES  
UNITED AIRLINES

**MORE THAN 200**  
ARRIVALS & DEPARTURES  
PER WEEK

**SERVICING 7**  
MAJOR DESTINATIONS

**MORE THAN 504 THOUSAND**  
PASSENGERS TRANSPORTED  
IN 2021



*Barksdale Air Force Base is the largest single employer in NWLA, making defense one of our largest industries.*

2022 NATIONAL DEFENSE AUTHORIZATION ACT

Barksdale Air Force Base:

\$40M

\$40 million for the construction of a weapons generation facility (WGF). This first installment to construct a WGF will ensure Barksdale’s B-52s can be loaded with their nuclear payloads at Barksdale rather than at Minot Air Force Base in North Dakota.

\$36M

\$36 million for the construction of a new gate and entrance complex that will accommodate traffic from the newly constructed I-20/I-220 interchange.

\$5M

\$5 million appropriation from the U.S. Department of Defense (DoD) to support the Air Force Global Strike Command (AFGSC) to expand Global Strike Command’s institutional capacity to develop future operational concepts and capabilities, establish operational requirements, evaluate technology opportunities, build prototype systems, and conduct proof of concept demonstrations.

PERSONNEL

ACTIVE DUTY MILITARY

4,880

RESERVISTS

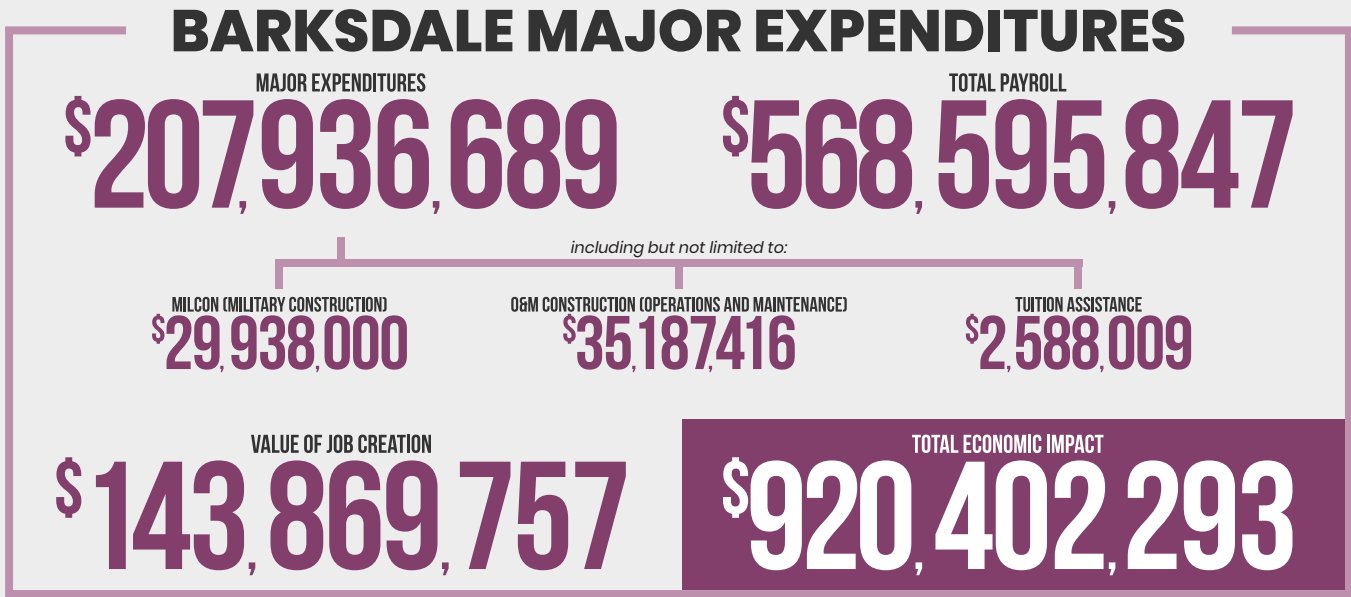
1,449

TOTAL MILITARY

6,329

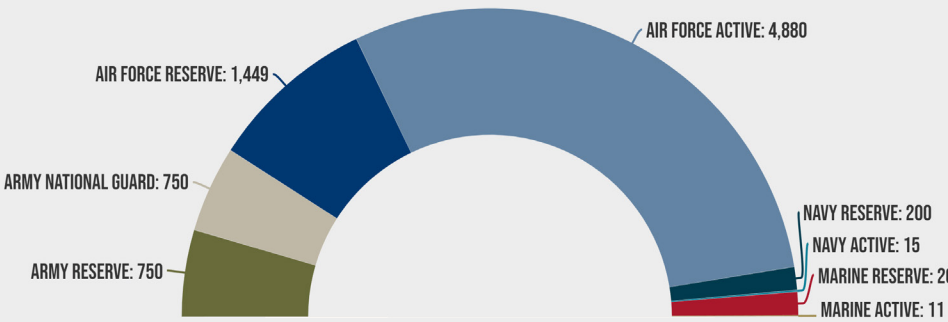
TOTAL CIVILIANS

2,268



MILITARY PERSONNEL IN BOSSIER-SHREVEPORT

Barksdale Air Force Base employs the most military members in Northwest Louisiana and is our area’s largest employer. In addition to the Air Force, our region is also home to active duty and reserve personnel from all branches, except for the Coast Guard.



Source: Barksdale Air Force Base. Data updated June 2022.

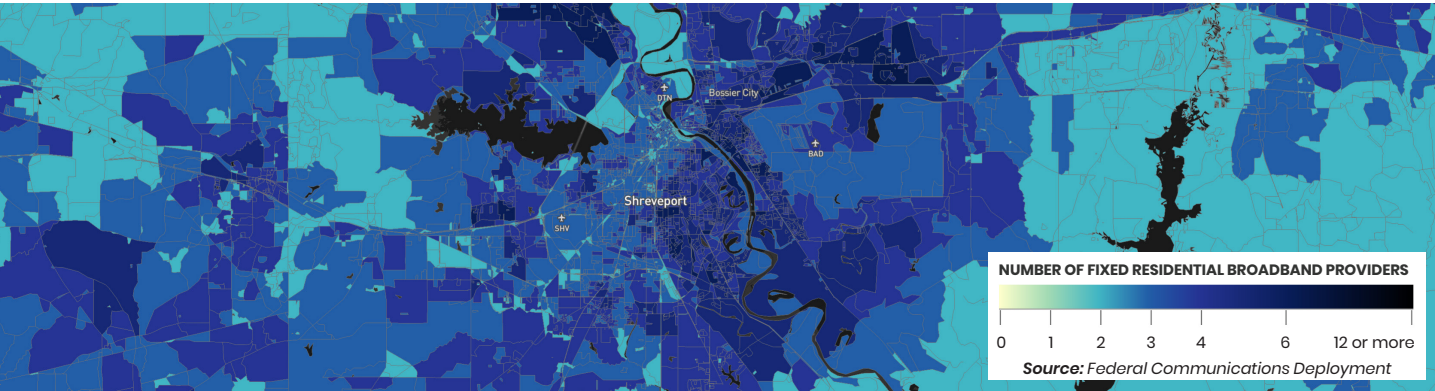
CYBERSECURITY

**“Cybersecurity is about national security.”** Jen Easterly, CISA Director

**2,100** Cybersecurity jobs in our area







# BROADBAND

*Broadband (broad bandwidth) is any connection that allows data to move quickly from the internet to your device.*

In 2019, LA. Gov. John Bel Edwards established the Broadband for Everyone Commission, and subsequently, ConnectLA was formed to eliminate the digital gaps in Louisiana by 2029. GUMBO (*Granting Unserved Municipalities Broadband Opportunities*) grants were established to help private providers get started in unserved areas of the state. Local governments partner with these providers to apply for the grants. Two waves of the grant have gone out so far, totaling **\$168 million** and hitting projects in **60 parishes**.

In 2022, it was announced by the National Telecommunications and Information Administration that Louisiana is the *first recipient* of the Bipartisan Infrastructure Acts funds for broadband. We received **\$3 million** in grant funds for the broadband expansion planning phase and up to **\$1 billion** for actual implementation.

## THE THREE PILLARS OF BROADBAND

### ACCESS

Data indicates there are several hundred thousand households throughout Louisiana that lack broadband speeds of 100 megabits per second download and 20 megabits per second upload.

### AFFORDABILITY

A big hurdle to broadband access for some residents is being able to afford monthly charges for internet service.

### DIGITAL LITERACY

The goal of digital literacy initiatives is to provide learning opportunities and resources for users to gain a working knowledge of the devices and applications at use in their lives.



# EDUCATION

*We know that the success of our K-12 education systems equates to the health of our future workforce.*

## BOSSIER SCHOOLS

Bossier Schools is the fastest growing school district north of I-10. According to performance scores for the 2020-21 school year, they are one of 28% of districts statewide to record an increase. Also, 91.8% of all school-age children in Bossier Parish attend a Bossier Parish public school.

**22,162** Total enrollment for the district



- RACIAL MAKEUP FOR THE DISTRICT**
- 12,854 **WHITE** 52.6%
  - 7,316 **BLACK OR AFRICAN AMERICAN** 29.9%
  - 2,755 **HISPANIC/LATINO** 11.3%
  - 1,003 **TWO OR MORE RACES** 4.1%
  - 368 **ASIAN** 1.5%
  - 71 **NATIVE HAWAIIAN OF PACIFIC ISLANDER** 0.3%
  - 64 **AMERICAN INDIAN OR ALASKAN** 0.3%



## CADDO SCHOOLS

Caddo Schools boasts the state's only public elementary school to win three National Blue Ribbon School honors – South Highlands Elementary Magnet and has 12 Blue Ribbon Schools of Excellence. Caddo has achieved its highest graduation rate in history and is the state leader in perfect ACT scores.

## BOSSIER SCHOOLS

Percentage of enrollment that are military-connected students

**12%**

Number of dual enrollment hours achieved by students

**5,200+**

Number of students who participate in coursework at BPSTIL

**1,320**

Number of industry-based certifications earned by students in 2021-22 school year

**3,179**

# ECONOMIC WINS

## IN THE PAST 12 MONTHS

DECEMBER 2021

**Bia Energy Operating Company** evaluates plans for \$550 million blue methanol plant at Port of Caddo-Bossier

CREATES **75** NEW DIRECT JOBS  
**390** INDIRECT JOBS

DECEMBER 2021

**Ternium USA** to invest \$98 million in expansion of Shreveport facility

**157** RETAINED JOBS  
CREATES **35** NEW DIRECT JOBS  
**98** INDIRECT JOBS

JANUARY 2022

**American Electric Power** to invest \$100 million to develop a new Shreveport Transmission Control Center

CREATES **20** NEW DIRECT JOBS  
**63** INDIRECT JOBS

FEBRUARY 2022

Digital Animation & Visual Effects Studio to create more jobs in Shreveport  
Supported by **Louisiana's Entertainment Job Creation Program**

CREATES **53** NEW PERMANENT JOBS  
**40** INDIRECT JOBS

MAY 2022

**Port of Caddo-Bossier** welcomes newest tenant Sunny Point Aggregates, a 43-acre sand and proppants processing facility

CREATES **40** NEW JOBS

JUNE 2022

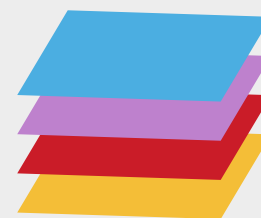
New, \$19 million research, manufacturing and treatment facility - the **Center for Molecular Imaging and Therapy** opens in Shreveport

CREATES **25** NEW DIRECT JOBS

JULY 2022

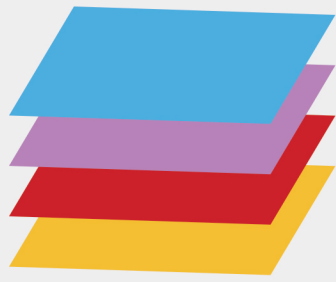
**Teal Jones Group** begins construction on \$110 million **Bossier Parish sawmill**

CREATES **125** NEW DIRECT JOBS  
**369** INDIRECT JOBS



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