2018 Recap

DR. TIMOTHY J. MAGNER
PRESIDENT
Membership as of 12/31/18

- Current Membership - 1418
- New Members – 139
- Employees Represented – 86,216
2018 Events

- Chamber Golf Classic
- Annual Meeting
- Breakfast of Champions (4)
- ATHENA Awards
- 40 Under 40
- PTAC Workshops (19)
- Barksdale Vendor Fair
- Industry of the Year & Top Businesses of the Year Luncheon
- Minority Business Opportunity Awards Banquet
- What’s Happening Breakfasts (3)
- Lunch & Learns (7)

Event Attendees - 3139
Businesses Recognized - 85
2018 YPI Social Venues

- Bistro Byronz
- Cork & Barrel Pub & Grill
- El Cabo Verde
- El Mono
- Giuseppe's Pastacaffe
- Red River Brewing
- Beaujax Crafthouse
- SALT Restaurant
- Silverstar Grille
- The Strand Theatre
- Flying Heart Brewing
2018 Ribbon Cuttings

- 318 Art and Garden, Inc.
- Advanced Heart & Vascular Center
- Anytime Fitness
- Bad Habit Couture
- Bank of Coushatta
- Barksdale Federal Credit Union
- Bistro Byronz
- CC's Coffee
- CC's Coffee House
- CHRISTUS Primary Care Shreveport
- Club Pilates Shreveport
- Comcast
- Dillas Quesadillas
- El Mono
- Fab Findings, A YWCA Boutique
- First Baptist Church School
- Flying Heart Brewing & Pub Rollin 6 Beer Garden
- Geico
- Girl Scouts of Louisiana
- Habaneros LLC
- Heavenly Whole Colonic Therapy
- Home Federal Bank
- Humana
- LA New Product Development Team
- Magee Resource Group, LLC,
- Maxie Home
- McDonald's
- New Day Recovery
- Office Furniture Source
- Primo Gelato Cafe
- Roly Poly Sandwiches
- Rotolo's Craft & Crust
- Run Wild
- Sci-Port Re-Discovery Center
- Shreveport Aquatic and Land Therapies
- Southern Root Dentistry
- Spa Concepts
- Sprint
- Sprint
- Taco Bueno
- The Sewing Shop
- Thrash Construction Services, LLC
- Westport Body Works

Ground Breakings - 2
Ribbon Cuttings – 42
Community Engagement

What’s Happening Breakfasts
◦ What’s Happening with Caddo Parish Public Schools
◦ ACT Work Ready Communities
◦ Navy Week
◦ Caddo School Scores Event at Sciport

BDC Luncheons
◦ Emerging Trends in Financial Crimes
◦ Barksdale Air Force Base – NWLA’s Economic Engine

YPI Luncheons
◦ Plug into YPI Lunch and Learn
◦ Economic Development Lunch and Learn
◦ Work/Life Balance Lunch and Learn

Leadership Shreveport
◦ Bags and Brews Fundraiser

Media Crew for United Way’s Day of Caring
◦ YPI Strand Work at UW Day of Caring
◦ Miss USA/Teen USA
◦ Facebook Marketing Seminar
◦ Co-Hosted LACCE Conference
◦ Local Associations Meeting
◦ I49 Ribbon Cutting
◦ LSUS Industry Partner Curriculum Evaluation
◦ BBB Torch Awards Judge
◦ Step Forward
Hosted Organizations

- 2 WOTC and Federal Bonding Seminars
- ADFED
- Annual Required Boy Scout Training
- Brammer Engineering’s 50 Anniversary Celebrations
- KTAL 6 3-Day Sales Blitz
- Leadership LA Tasting Event
- Lift Fund Lunch and Learn
- MPC Mixer
- PSA ServSafe Class (Multiple)
- Raising Cane’s ServSafe Class (Multiple)
- Republic Finance Regional Training (Multiple)
- Safeco Rep Training
- Strategic Action Council Monthly Meetings
- United Way’s 211 Press Conference
- Women and Judges Seminar
SHV Policy Activities

- Meet the Council Member
- Meet the School Board Member
- 32 Candidate Video Interviews
- 3 Mayoral Forums with LSUS/SUSLA/Centenary – KTBS/KSLA/KTAL
- 2 Town Halls with MPC
- Follow-up Discussion with MPC/City Engineer
- ITEP Matrices & Support
- Support for Cross Bayou Development
- Airport Hangar Discussions
LA Policy Activities

- Co-Hosted Northern Exposure
- Co-Hosted Regional Legislative Summit

**Supported**
- BAFB I220 Gate & GARVEE Bonds
- Certification Reciprocity for Nurses & Physical Therapists
- Casino Gaming Regulatory Updating
- Optional 401K for State Retirees
- Pre-K Support Legislation
- TNC Legislation

**I49 Inner City Connector**
- Mike Johnson Meetings
DC Policy Activities

- **CC – To – DC**
  - Met with Senators Cassidy & Kennedy, Reps. Johnson, Abraham, Scalise
  - Met with staff for Graves, Higgins
  - Met with Maj. General Basham, USAF AF-A10
  - Met with US Department of Transportation
  - Met US Chamber of Commerce
  - Met with leadership of GDIT

- **BC – To – DC**
  - Met with Senators Cassidy & Kennedy, Reps Johnson
  - Met with House Armed Services Committee Staff
  - Met with US Department of Transportation
  - Met with Boeing
  - Met US Chamber of Commerce

- **Washington Mardi Gras**
DC Policy Activities

- **Barksdale Air Force Base /Military Issues**
  - Support funding of Weapons Storage Maintenance Facility Projects
  - Support funding Barksdale New Gate Complex
  - Division of Oil & Gas Royalties with Barksdale 2nd Bomb Wing

- **Transportation & Infrastructure**
  - Encourage the Federal Highway Administration to proceed quickly on I49 Inner City Connector
  - Support funding for the expansion of the LA 511 Jimmie Davis Bridge
  - Support funding for completion of the I-69 “Sections of Independent Utility”
  - Support funding for the extension of LA 3132 to the Port of Shreveport-Bossier
  - Support funding for I-20 Maintenance and Improvements
  - Support funding to implement Passenger Rail Service in North Louisiana
DC Policy Activities

- **Healthcare**
  - Support expansion of the Federal Medical Residency Cap

- **Red River Waterway**
  - Support funding for Army Corps of Engineers J. Bennett Johnston Waterway
  - Support funding for J. Bennett Johnston Waterway Completion Projects
  - Support funding for Red River Basin Chloride Control Project
Barksdale Air Force Base

- DC Advocacy
- Support for I220 Gate in Baton Rouge & DC
- Support for changes in Certification Reciprocity for Nurses & Physical Therapists
- Ostrava Sister City Visit
- Barksdale Vendor Fair
- 11th Bomb Wing Honorary Commander
- Air Force Community Partnership Meetings
  - 2019 Launch Hiring Portal for Spouses and Transitioning Airmen
K-12 Education Activities

- **Partnership Events**
  - What’s Happening Breakfast on SPS Changes
  - CPPS Behind the Scores Event

- **Meet the Member Series**
  - Monthly Meeting with a Caddo Parish School Board member. The meetings include Chamber board leadership and leaders of other business and nonprofit organizations. The meetings with school board members are held in roundtable fashion with two-way discussion.

- **Caddo Business Education Roundtable**
  - A quarterly meeting of the Chamber and other business and nonprofit organizations with Caddo School Superintendent, Dr. Lamar Goree. This roundtable allows for robust discussion about the Caddo Parish School System and provides a platform for business leaders to discuss issues of concern.

- **Alliance for Education**
  - Jump Start Grant Program - Donated $56,000 to area high schools to improve teacher credentialing

- **App Development Jumpstart Pathway**
  - Worked with local tech companies and Apple to get an app development Jumpstart Pathway started for the students of Louisiana.
Economic & Business Development

- MPC Town Halls & Follow Up Meetings
- SBDC Counselors hosted at Chamber Plaza
- SCORE Chapter Re-established
- Developed ITEP Matrices
- Taste of Shreveport for Louisiana Leadership

- Small Biz Santa
  - 50 Members Participated
- Community Branding Initiatives
- ShrevePark Submissions (4)
- Barksdale Vendor Fair
NWLA PROCUREMENT TECHNICAL ASSISTANCE CENTER (NWLA PTAC)

- **823** Businesses

- **$112,732,139** in government contracts awarded to clients
  - Chamber Members - **$5,568,728**
  - Minority-owned - **$9,406,464**
  - Woman-owned - **$12,714,615**
  - Small Businesses - **$37,139,448**
  - Veteran-owned - **$52,626,052**

- Conducted **968 hours of counseling** with local businesses

- **19** Outreach workshops with **632** attendees
Marketing

- 3,161,509 web referrals in 2018
  - 235% increase over 2017

- Newcomers Guide done locally

- Hosted the Facebook for Small Business Summit

- Led two MBA research projects with the University of Dallas

- Enhanced Social Media Presence
  - Facebook Followers - 15% increase
  - LinkedIn Followers - 52% increase
  - Added Flickr Photo Albums
5 Star Accredited Again!!
Administrative

- Reduced overhead and expenses to align with expected revenue
- 12 Month Onboarding Program for New Members
- ROI Updates for Members
- Database Management
  - Removed old/outdated listings
  - Updated billing records
  - Validated contact information
  - Removed bounced emails
- Created New Investor Programs
  - Four Tiered Distinguished Partner Program
  - Community Partner Investment Level
Thank You!