



Southern Hills Business Association Annual Report 2015

In keeping with the mission of the Southern Hills Business Association to promote community renewal, revitalization, new business development and economic development in the Shreveport area distinguished as Southern Hills, representing approximately 50,000 residents and over 1,000 businesses employing over 5,100 people, the following was achieved during 2015:

- ⇒ Expanded Membership Benefits by adding new marketing opportunities
 - Business of the Month billboard exposure
 - Coupon Booklet for distribution to tourists, new residents and employees
- ⇒ Business EXPO & Taste of Southern Hills reported a record number of 90 exhibitors and 500 attendees
- ⇒ Enhanced communications and launched a new website www.southernhillsshreveport.org and added resources to help businesses connect with elected officials and business services as well as business peers.
- ⇒ Added business counseling for prospective business owners and existing entrepreneurs in partnership with SCORE®, an affiliate of the Small Business Administration
- ⇒ Introduced new networking opportunities to include an Inaugural Bowl-A-Rama which attracted 23 teams with over 80 players
- ⇒ Maintained regular and open dialogue with elected officials and members by hosting ten general meetings providing information and presentations on Public Works, Caddo Schools, Business Theft and Recovery, Regional Air Service Alliance Initiatives, Workforce Development Initiatives—Jump Start Career Diploma, Red River Flood Impact, Mayoral Progress Report and ongoing efforts of the City of Shreveport, and state and federal Legislative activities.
- ⇒ Beautification efforts to improve and maintain curb appeal along major Southern Hills thoroughfares.
- ⇒ Collaborated with the Southern Hills Homeowners Association in hosting Music in the Park event, which featured local musicians, artists and craftsmen, food vendors and more. Estimated well over 500 in attendance.
- ⇒ Commercial Property Sales in 71108 and 71118, representing retail and office space, as well as vacant land, totaled an estimated \$3,765,000. *Source: Loopnet.com*

About SHBA

The Southern Hills Business Association is embarking on its 15th year as a catalyst for business growth and development in the Southern Hills area of Shreveport. The association provides many opportunities for members and future members to share concerns about the area and to work together to implement plans of action to produce positive results and promote reinvestment in the area. SHBA serves as a resource center and continues to evolve to meet the needs of today's business owner and professional. Events are held throughout the year to showcase the economic health of south Shreveport and bring greater awareness to businesses operating in Southern Hills.

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www.southernhillsshreveport.org