

DOWNTOWN DEVELOPMENT AUTHORITY

2025 BUDGET & PROGRAM OF WORK

Approved 11-13-24



DOWNTOWN DEVELOPMENT DISTRICT CITY OF SHREVEPORT, LOUISIANA

BOARD OF DIRECTORS

Michael Corbin, Chair

Drayden Dunn, Vice Chair

Mario Chavez, Chelette Holden, Kathy Malone, Terry Moore, Edward Taylor

Cedric B. Glover, Executive Director

Janie Landry, Deputy Director

Mission Statement: To actively pursue, support, facilitate and welcome initiatives that aid and encourage private development. Promote and coordinate public development within the Downtown Development District of Shreveport, Louisiana.

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Introduction and Development

The Downtown Development Authority (DDA) was established by Act 554 of the State of Louisiana in 1978. The provisions of Act 554 provide that an annual plan of work be submitted to the Shreveport City Council for review and adoption within 30 days from the date of submission. The 2025 Program of Work reflects the activities to be undertaken during 2025 and significant events from 2024.

Downtown is comprised of numerous stakeholders, each with different opinions and ideas about how to improve downtown and each with varied priorities regarding those improvements. Each organization and business contributes to the improvement of downtown in accordance with its own strengths and abilities, so this diverse environment requires a complex development strategy to ensure success. It has been demonstrated that not all development is good or positive so plans and projects must be considered in the context of downtown as a whole.

This document seeks to define activities, improvements, goals, and objectives that move downtown forward. Included in this Program of Work are portions of the *Downtown 2010 Redevelopment Strategy* which was approved by the City Council and is the basis for the twenty-five-year DDA millage extension approved by citywide vote in November 2002. DDA funding under the millage extension is provided through 2027.

Longtime Executive Director, Liz Swaine, resigned at the beginning of 2024. Deputy Director Janie Landry was tapped by the board as Interim Director while the search for the Executive Director was underway. The DDA Board of Directors unanimously approved the appointment of former Shreveport Mayor Cedric B. Glover as Executive Director in October.

The year 2024 saw an improvement in pedestrian foot traffic but some offices and businesses still had personnel working hybrid schedules of in office and from home. Changes in business models and inflationary pressures, and higher interest rates negatively impacted downtown businesses and property owners. The city center did see new businesses and the addition of residential units in 2024. Additional units at Bayou Grande added to downtown's residential numbers, and at the close of the year the proposed Petroleum Building conversion to multi-family apartments was still pending but moving forward. Occupancy at the Uneeda Biscuit Lofts at 711 Milam maintained a 100% occupancy level. Developers converting the former Creswell Hotel maintained some work on the building.

Downtown's office market has not returned to pre-pandemic levels. Several properties saw ownership changes. Cooper's Corner, the newly renovated property at 700 Texas Street, opened with an impressive high occupancy. Renovation began on a significant downtown project –relocation of state offices to the former Joe D. Waggoner building at 500 Fannin Street. The garage was demolished to make room for a new structure. Funding caused some delay in renovation of the building but at year's end, the project was moving forward. The DDA will continue to work with State officials in 2025 as needed on this major project that will improve downtown's northern edge.

Downtown is the area's favorite location for a wide range of festivals and events. Festival Plaza played host to a wide range of large and small events. The Shreveport Regional Arts Council (SRAC) - the DDA's partner in artspace - hosted a series of events and installations at 708 Texas, on the popular Bakowski Bridge of Lights (Texas Street Bridge), other events on the riverfront, at Central Artstation, Shreveport Common, and Caddo Common Park. DDA supported the events with marketing, technical support, and financial assistance where possible.

Downtown's anchors bounced back from an increased travel industry. Shreveport Aquarium was a hit with children and families. Taco Wars drew a large crowd again in the area around Shreveport Municipal Auditorium, the popular Farmer's Market saw another good year, PrizeFest garnered rave reviews and BREW, Mudbug Madness and other events highlighted downtown's various food options.

The DDA's commitment to the arts continued in 2024 with the popular monthly DDA Artwalk and exhibits and shows at art partner locations including Artspace, Central Artstation, Southern University Museum of Art, High Gravity Glassworks, Sanctuary Glass, the Agora Borealis, Gallery at Andress, the Strand Theatre, Emmett Hook Performance Center, RiverView Theater, and the Bakowski Bridge of Lights. These venues, along with festivals and events such as the Red River Revel continue to make downtown Shreveport an arts destination.

DDA continues to work closely with SPD and other law enforcement partners to improve downtown's safety and security. The DDA donated approximately \$12,000 to purchase four security cameras for SPD for installation in downtown locations determined by them to be helpful in curtailing crime.

Caddo Common Park in Shreveport Common continued to be popular for events, installations, and unique happenings imagined and presented by SRAC. On downtown's east side, the J. Bennett Johnston Visitor Center, Riverview Hall, Riverview Theater, Sci-Port Discovery Center, and the Shreveport Aquarium drew thousands of families to experience unique entertainment and hands-on experiences.

The Shreveport Convention Center brought thousands of visitors and conference goers to experience downtown Shreveport.

Downtown's aging tree inventory received financial support from DDA and the Shreveport City Council in 2023, and new trees were planted in 2024.

A Marketing Manager was added to the DDA staff in 2024 to help promote the DDA's projects and serve as a liaison with downtown businesses and property owners. DDA updated its branding efforts, marketing materials, and website to keep downtown Shreveport top of mind to developers, shoppers and those looking for a unique place to live. Surveys were sent to downtown businesses and property owners seeking their input and direction on various ways DDA can assist them.

To highlight visibility and enhance security, DDA began offering \$2000 lighting grants through its Façade Improvement Micro Grant Program. Xtreme MW Business Center, 800 Texas Avenue, William O'Brien, Cooper's Corner, 700 Texas Street, and Granger Harris (former PPG) at 525 Cotton were among the first to receive the grant. The lighting grants were part of the beautification project funded by \$75,000 from DDA and matched by \$75,000 from the Shreveport City Council.

The Downtown Streetscape and ShrevePark Parking Services contracts were renewed with the City in 2024 and DDA will perform these functions in 2025 to continue to keep downtown clean and provide accessible parking spaces for downtown visitors. Other beautification efforts included the installation of large self-watering Earth Planters in various locations throughout downtown. DDA furnished the pots and plants, guided by Tim Hoover, Shreveport Aquarium horticulturist, and various individuals and businesses signed up as sponsors. The Earth Planters served as the impetus for a creative way to fill in vacant tree grates to prevent trip hazards. DDA staff installed four beautiful planters with flowers and greenery in the 700 block of Texas. New restaurant Ono's Hawaiian Grill opened at 708 Texas (Artspace) and the planters were needed to help alleviate the trip-hazard liability of three open tree grates. The planters have become popular with downtown businesses and can be used in other areas throughout downtown as needed.

DDA continues our vital work with downtown's two City Council members, Councilman Gary Brooks (District B), and Councilwoman Tabatha Taylor (District A) and Mayor Tom Arceneaux's administration.

Downtown is not without challenges and work in 2025 will continue to focus on these issues. A previous report by Joe Minicozzi of Urban 3 conducted a year-long data driven study that pointed out challenges and opportunities and reiterated that the greatest market value per acre is found downtown. Several takeaways were directly aimed at downtown including the following: to continue to aggressively fight demolition, prioritize for-profit businesses, continue to be vocal about downtown's needs, attempt to again engage the Parish of Caddo for financial support, and be intentional in deployment of money. Vacant buildings also continue to plague downtown and work to finalize, approve, and institute a Vacant Property Ordinance will continue in 2025. The State of Louisiana identified three of the most dangerous intersections in Louisiana in downtown: Crockett, Spring, and Market Streets. In late 2024, the State of Louisiana gave approval to allow bollards to be placed around Blind Tiger Restaurant, the scene of multiple crashes, several of which have seen cars come through the restaurant's walls.

Business incentives specifically for downtown development districts and cultural districts continue to help businesses grow. One of the most valuable for downtown has been the state Historic Tax Credit, and the DDA has previously played a significant role with a statewide coalition in keeping the credit alive. The program was successfully extended in 2023 to sunset on January 1, 2029. However, the tax credit was again on the chopping block in the 2024 Third Extraordinary Session of the Louisiana Legislature in November. DDA will continue to advocate for this very important program and work with businesses to access state and federal tax credit programs and to help them navigate the many government requirements to

both open and remain legal. The Have Lunch on Us lunch coupon program was again very popular with downtowners in 2024. The \$10 coupons were normally given out within a few minutes of opening the distribution locations. Fourteen restaurants participated in DDA's 2024 Lunch on Us program. The DDA Mini Grant program also assists businesses with smaller items such as flyer production, refreshments, and events.

DDA helps promote the City Center through marketing, mini grants, lighting grants, events and promotions, and touring potential developers and business owners through available downtown properties. Multimedia mogul, businessman, musician, and actor (50 Cent) Curtis Jackson's presence in Shreveport with a lease of the former Millennium Studio and former Expo Hall was a centerpiece of the entertainment industry giving Shreveport prominence in this field. Jackson had purchased multiple properties in downtown Shreveport at the end of the year. DDA will continue to work with Mr. Jackson and his multimedia company in 2025.

DDA's 2025 millage rate remains at 9.04 mills.

2024 Events/Achievements/Projects

The following are some but not all the events/achievements/projects initiated, continued, or completed in 2024:

- Surveying downtown property owners and business owners and compiling a database of pertinent contact information.
- Ongoing efforts between DDA and COS Traffic Engineering Department to have streetlights replaced (replaced 41 of 58 through September).
- Served on COS Planning Team and provided cleaning services and other tasks as requested for the highly successful Humor & Harmony Festival.
- Initiated and Implemented successful Lunch on Us program.
- Designed new wayfinding signage & worked with COS for curbside painting - installation late 2024.
- Provided marketing, social media, educational consultations for downtown businesses as requested.
- Served on State of Louisiana – State Building Project Team
- Participated in Louisiana State Historic Tax Credit Coalition and advocated for continuance of the program.
- Purchased and donated 4 high-tech security cameras to SPD for installation in downtown.
- Supported Council's ordinance to change parking meter collection times on Commerce Street and worked with city officials regarding signage for meters.
- Revamped Artwalk – added new features including Downtown Tells (Robert Trudeau).
- Hosted National Park Service and State of Louisiana Historic Preservation officials to review several downtown properties applying for state historic tax credits.

- Supported and participated in ceremonies re-naming two blocks of Milam Street as James Burton Way to honor legendary musician and Shreveport native James Burton.
- Purchased and installed new Earth Planters on Texas and Milam Streets; recruited sponsors for each.
- Awarded \$2000 lighting grants to several downtown businesses to improve security and enhance lighting.
- Awarded grants to several entities for events and programs including Shreveport-Bossier African American Chamber of Commerce, Q-Prom, PrizeFest, Social Circle, Farmer's Market.
- Assisted G-Unit Film (50 Cent) by providing information for various downtown properties.
- Installed 36 colorful Welcome to Downtown signs around the fence at the Remington Garage.
- Upgraded the DDA website.
- Designed new brand theme for downtown – Find it All Downtown
- Designed and implemented outreach to business owners in new program – Block By Block – personal visits to businesses.
- Participated in marketing efforts with Visit Shreveport-Bossier for the Humor & Harmony Festival.
- Installed box planters and plantings to alleviate problems with tree grates.
- Worked with downtown real estate professionals to market downtown office market.
- Maintained database of downtown comps, properties for sale/lease, parking, residential, retail, downtown businesses, and downtown property owners.
- Assisted developers and others seeking space in downtown and provided information as requested.
- Worked with developers to develop residential units in downtown.

Development Priorities

The DDA strives to improve the economic vitality of the Central Business District and our historic downtown as a whole by focusing efforts on a wide range of activities. These activities work to strengthen the existing business base, attract new businesses, and improve property values while simultaneously highlighting the district's historic charm and urban appeal.

- **Residential** - DDA continues to be the lead agency in identifying residential opportunities and in approaching, encouraging, and assisting developers/funders. The process can be complicated, and we work to assist developers with parking and zoning issues, building and life/safety codes, assisting with information about financing and insurance partners, and the many other things needed to be able to move forward in a project. Downtown continues to be underbuilt in market rate units, whose salary demographic is helpful in attracting businesses, retail, and other Quality of Life components to downtown.

Residential conversions could be an option as large downtown office buildings search for ways to increase occupancy. Though construction costs to rehab office space into residential space are significant, the numbers could make sense in the face of an anemic office market. The DDA meets and talks regularly with economic development officials, bankers, and elected officials about smart ways to help incentivize needed residential developers through the potential use of TIF, PILOT, parking help and other assistance, which has become especially important as interest rates and the cost of construction and supplies continue to increase.

Restoration and residential conversions continue or have been completed at numerous downtown properties including the Lofts at 624 (624 Texas Street), The Standard (509 Market), Ridgeway Square (719 Marshall Street), Hughes Tool (816 McNeill Street), Southern Bell (627-629 Crockett Street), the apartments at 800 Texas Avenue, 716/718 Edwards Street, the Hutchinson Building (504 Texas Street), Uneeda Biscuit Building (711 Milam), Ogilvie Hardware Lofts 217 Jones Street, City Center Lofts (423 Crockett), Bayou Grande at 961 Caddo Street, and others. A significant renovation of downtown's popular Lee Hardware and United Jeweler's Apartments (Edwards and Crockett Streets), which began in the summer of 2021, was completed in 2022. The \$7.8M renovation was the first major restoration since the apartments were originally developed in 1998. The long-vacant Petroleum Tower was sold in 2021 with plans for residential use. The conversion of the Uneeda Biscuit Building (711 Milam) to apartments was completed in 2023. The former Creswell Hotel sold in 2022 with the new owners exploring possible residential conversions. These projects join other existing residential apartment properties downtown: 710 Crockett Lofts, Fairmont, Jefferson, condominiums at 229 Milam Street and several single-family units.

Downtown residential occupancy rates are consistently in the 90% range, and new properties like the Standard, Uneeda, and Lofts at 624 Texas are often at capacity which indicates a continued strong public desire for downtown market rate housing options.

- **Downtown Infrastructure-** DDA advocates for city funding to be allocated on an ongoing basis to keep downtown infrastructure repaired and safe, knowing that a vibrant and attractive downtown reflects positively on both downtown and the rest of the city. Broken and inoperable infrastructure creates a feeling of neglect and lack of care and concern, and has caused developers in the past to re-think investment in Shreveport. Tree trimming and replacement and removal of dead shrubs at downtown entrances added to downtown's appeal. Partnerships to plant flowers and lighting grants to keep the lights on at night also improved the look of downtown and will continue in 2025. DDA continues to believe that there should be recurring yearly funding for Downtown infrastructure needs, such as sidewalk, street and lighting repair.
- **Historic Tax Credit Support-** The DDA and non-profit Downtown Shreveport Development Corporation (DSDC) will continue their ongoing support of the State

and Federal Commercial Historic Tax Credit programs in 2025. The popular tax credit was extended through January 1, 2029, and returned the rate to 25% on eligible costs. The program remains significant to the continued revitalization of downtown Shreveport and is a valuable tool for developers of historic properties. DDA will continue to be an educational resource on the importance of the credit, will continue strong advocacy for maintaining the program, and assist developers and property owners interested in utilizing it.

- **Downtown Performance Code** – DDA will continue efforts in 2025 to help businesses locate in the City Center through a partnership with the State Fire Marshal's Office and City of Shreveport to facilitate timely and informative plan reviews to assist developers with renovation. At DDA's request, the Fire Marshal's Office, Permits and Inspections and MPC participate in meetings to answer questions and provide personal assistance for developers and building owners downtown.
- **Homelessness** – The issue of homelessness is challenging to all, and local law enforcement has relatively few tools at their disposal. Arrest is an option, but not a long- term solution. SPD is working with mental health professionals to create more options for individuals dealing with drug and mental issues or a combination of both. While Homelessness is not a crime, it creates a perception of lack of safety, and issues attributed to it: panhandling, petty theft, vagrancy, disturbing the peace, and other nuisance calls continue to be complaints heard by the DDA. Inactivity on this front could lead to fewer investments downtown and revenue losses to businesses already located here. DDA works with social service agencies, elected officials, local non-profits, law enforcement and the business community on the limited solutions that appear to exist. This work should continue to be of significance to the City and DDA in 2025.
- **West Edge** –DDA and DSDC continue a combined commitment to strengthening the West Edge (the area around the 600/700 blocks of Texas Street) as a center of arts and cultural activity. Successes include the development of Artspace, Setting the Standard Barbering Academy, Robinson Film Center, Lofts at 624, Ono's Hawaiian Grill, Rhino Coffee, Kevin Bryan Architect, Emmett Hook Performance Center, PrizeFest, and Southern University Museum of Art, Cooper's Corner (700 Texas). 709 Texas, the former Percy Alexander CPA office, was sold to Drayden Dunn as a future home for his Envision Media and Marketing business. DDA will continue efforts in 2025 to support the anchors and attractions already located in the West Edge and promote available buildings to businesses and developers.
- **Shreveport Common** - The DDA is a member of the Shreveport Common Board of Directors and works to support efforts as downtown's newest Arts & Culture District. The residential development at Uneeda Biscuit Lofts, 711 Milam, was completed and had a full occupancy in late 2024. The Address Artist & Entrepreneur Center in the former Address Ford at 717 Crockett has become an important anchor for Shreveport Common and downtown.

- There is strong proof that arts districts can be catalytic in creating revitalization. So-called ‘Creative Placemaking’ is a way to intentionally leverage the power of arts, culture, and creativity to help drive a broader agenda for change, growth and transformation while building a quality of place. A key anchor in Shreveport Common is Caddo Common Park which has become a popular location for outdoor events such as concerts, plays in the park and more. The lighted sculptural ArtisTrees, and the pavilion/performance stage are two of the park’s attractions.
- **Other Art and Entertainment-** Installation of the new LED lights on the Texas Street Bridge began in September 2021 and was completed in 2022. Local optometrist Dr. George Bakowski and wife Sandra donated \$1 million to jumpstart the effort. Other partners who stepped up with dollars were the Downtown Development Authority, Red River Waterway Commission, Louisiana Public Service Commission, cities of Bossier City and Shreveport and private donor Will Atkins. Thanks to the generosity of the Bakowskis and the partners, the LED-lit Bakowski Bridge of Lights will shine brightly for years to come.

The Downtown Shreveport Artwalk, art venue openings and art exhibits, theatrical performances, live music, and other events drew a wide audience to downtown in 2024. Patrons and visitors enjoyed productions and events at Robinson Film Center, Artspace, Emmett Hook Center, The Agora Borealis, The Missing Link, The Noble Savage, Fatty Arbuckle’s, Korner Lounge, Festival Plaza, Red River District, High Gravity Glassworks, Central Artstation, The Gallery at Address, Shreveport Common, and other downtown locations.

Mudbug Madness, Good Times/Juneteenth, the Red River Revel, BREW, Humor & Harmony, and other festivals filled Festival Plaza and other areas downtown with celebrators in 2024. Productions also enlivened the Strand Theatre, Aseana Garden, and Municipal Auditorium, among others. Conventions and events were held at the Shreveport Convention Center, and PrizeFest returned to the streets celebrating music, comedy, food, and film. The DDA will continue to support these events in 2025 with publicity and other types of assistance as possible.

- **Historic Texas Avenue-** The 800 through 1200 blocks of Texas Avenue are in the Downtown Development District and offer an area ripe for re-development. The DDA will continue to support businesses in this historic part of downtown in 2025.

SporTran was the catalyst for changes in the 1200 block of Texas Avenue. The acquisition of the former Sun Furniture building and an adjacent building in the next block helped create SporTran’s Multimodal Resource Center across from the Murphy Street Transit Hub. The property on the corner of Murphy Street and Texas Avenue, which has served Shreveport citizens for more than 120 years as a variety of options including a car dealership and furniture store, has been transformed into SporTran City, including office space and a public food court.

- **Historic Preservation and Adaptive Reuse**

Preservation and Adaptive Reuse of historic structures continue to be imperative to a thriving downtown. DDA staff interacts frequently with developers and other interested parties in providing market and traffic data, commercial rental rates, sales comps, and other information to get vacant buildings into the hands of those who have the means and imagination to return them to active commerce.

- DDA remains committed to preserving and maintaining our inventory of unique historic properties. We hired consultants in 2015 to update and expand the Downtown Shreveport National Register District. In doing so, more downtown properties became eligible for state and federal tax historic credits.
- DDA partners with the Louisiana Trust, Metropolitan Planning Commission, Louisiana Historic Preservation Office, Main Street, International Downtown Association, and others to promote the significance of redevelopment and adaptive reuse of downtown's historic properties.
- In 2024 DDA resumed production of events aimed at promoting the City Center's past such as the popular Downtown Tells at the Downtown Artwalk, events at the Shreveport Water Works Museum/Railroad Museum and other history-driven programs.
- DDA continues to serve on the boards of, Shreveport Common, and Cross Bayou A-Truss Bridge Committee and assists, as possible, in grants, fundraisers, and other ways to highlight their facilities and share their stories with a broader audience.

- **Cross Bayou** – the DDA recognizes this area as both valuable and underutilized and is supportive of appropriate and well-planned development that features prominent public access to the waterfront and a strong connection to historic Downtown. The Great Expectations Master Plan outlined the need to take steps to prepare the area for development- correct zoning, design guidelines, park planning and brownfields cleanup. DDA supports the City's ongoing efforts to acquire properties in the area to be able to issue a nationwide Request for Proposals to see what developers and ideas would be the best fit for Shreveport and downtown. Whatever is eventually developed here should be site planned to 'face' our historic downtown and interact with it,

- **Red River District** – The DDA continues to believe that the Red River District can be an attractive venue for businesses and events alike. In 2022, DDA hosted the Harvard Field Immersion Study that culminated in the 'Revitalizing the Red River District' report. We believe this report should prove helpful in future planning for, positioning of, and marketing for the district. In 2025 DDA staff will continue to interact with tenants and promote events that will highlight the area and downtown as a whole.

- **Downtown Programming** - Though DDA operates with a small staff, we are aggressive in our desire to support events aimed at drawing people downtown. We know that when exposed to all that downtown has to offer, people will make the decision to work, live, play and discover here. DDA plans and executes events, assists others with their events and provides monetary assistance through the DDA Mini-Grant program. Events such as the revamped Artwalk have been conceived and presented by DDA, bringing thousands to downtown who might not normally have a reason to visit. Our programming push will continue in 2025 with Artwalks, Small Business Saturday, Lunch on Us, Twelve Day Holiday Giveaway and other partnerships.
- **Downtown Marketing & Promotion**- DDA believes that people who experience what downtown offers will be much more likely to consider it as a place to invest, work or live. At any given time, DDA is engaged in marketing outreach via social media and blog posts, videos, articles and news and feature stories and paid advertising/marketing. Our revamped weekly eBlast newsletter has attracted a strong following and results in interest from the public, developers, the traditional news media, and elected officials.
- **Grants to Promote Downtown** –\$175,000 approved by the City Council paid for tree removal and replacement in 2023. Downtown’s outdated wayfinding signage was designed and ready to be installed in late 2024. DDA worked with the city to have the curbs freshened and repainted. The remaining funds are dedicated to a UV coating at the Once in a Millenium Moon Mural on the AT&T building at Cotton and Marshall Streets. Previous grants have funded downtown marketing, the creation of a downtown garden, conversion to LED lighting, assistance to businesses locating downtown, structural repairs to historic buildings and a market study of Shreveport Common.
- **Communications Partnerships for a Stronger Downtown**- DDA staff works hard to strengthen downtown partnerships and believes a free-flow of information is imperative. Communication with governmental entities, businesses, developers, non-profits, learning institutions, and media are employed to share information and increase the vitality of downtown overall. Communications outreach includes the weekly e-Blast, community speeches and talks, tours, social media, and the downtownshreveport.com website, and press releases. Staff also focused on outreach to downtown property owners and businesses in 2024 providing technical, marketing, and operational assistance as requested.
- **Riverfront Development** – The DDA’s sister organization, DSDC, has supported both the Shreveport Aquarium and Sci-Port Discovery Center with grants in the hopes of helping them become more self-sufficient. DDA supported major legislation in 2018 that added additional gaming space and allowed the downtown casinos to move out of the water 1200’ from their existing berths to assist in them becoming more competitive. In 2025 DDA will continue to support downtown’s two riverfront casinos and advocate for improvements to help them continue to improve their market.

Summary: Goals and Objectives

A. Basic Services

Ensure and, if required, supplement the effective delivery and management of basic municipal services such as police services and litter removal on the public streets and spaces in downtown. Advocate for the continued installation of security cameras in downtown and investment in infrastructure upgrades and repairs.

B. Development and Marketing

Actively pursue and support initiatives that promote quality public and private sector development in downtown. Promote the downtown experience and our abundant history. Continue to position the city center as a place to “Work, Live, Play, and Discover”. Promote downtown residential, retail, office markets, and downtown events and programs.

C. Image and Communications

Actively promote opportunities in downtown and reinforce that downtown is a welcoming address, filled with unique businesses, opportunities, events, and festivals. DDA will also continue to maintain communication between downtown property owners, businesses, advocates, elected officials, the public, and the media by informing them of downtown’s needs, opportunities, plans, and assets.

D. Legislation Action and Leadership Support

Provide necessary support services to various non-profit downtown improvement organizations and recruit key leaders to become involved in the downtown revitalization process. Encourage City, Parish, State, and Federal agencies to participate in the revitalization of downtown. Work with elected officials on the local, state, and national level to advocate for downtown enhancements and continuation of historic tax credits and other downtown and/or historic incentives. Provide recommendations and input relative to continued improvements in the DDD.

E. Parking and Transportation

Improve accessibility to and within downtown. The DDA, through its parking contract with the City of Shreveport, manages the on-street metered parking program through ShrevePark and analyzes parking demand, locations, and funding. We strive to make parking easier with parking apps and online payments to make ticket payment options accessible and convenient. The DDA will continue to work with the City of Shreveport and others to identify additional parking spaces and to thoughtfully consider future locations for parking facilities.

- DDA and ShrevePark continue to engage in changes in parking technology, App Parking, and learn new methods of parking management to make downtown parking as seamless as possible.
- ShrevePark continues to manage a downtown curb re-painting program that assists parkers in identifying app and other types of spaces.

- ShrevePark will continue to upgrade downtown's meter inventory.

F. Retail and Business Support

We work with downtown retail businesses and commercial buildings to promote their goods, space, and services through networking and traditional and social media. We host such initiatives as Small Business Saturday, and Artwalks to promote businesses, we provide marketing, graphic design, and technical assistance for our business owners and create professional marketing campaigns to promote our downtown businesses year-round.

G. Downtown Office Building Support

DDA will continue to support local real estate companies and downtown brokers to help promote the downtown office market. Staff is engaged in conversations with downtown property owners and managers on how to best position their properties, property amenities and provide information, advice, and assistance to tenants. We share information with those looking for downtown space and with those who are already downtown. DDA engages with other entities such as Main Street, Strong Towns, International Downtown Association, and other downtown organizations to be aware of Best Practices and to determine best ideas in repositioning office space and potential conversions to residential.

H. Planning

DDA will continue to implement the Strategic Framework 2010-2015 plan priorities as approved by the DDA Board of Directors and continue implementation of the 2010 Redevelopment Strategy. DDA works with the Metropolitan Planning Commission on the Unified Development Code (UDC) and makes suggestions on how to tweak the code as needed in ways that make sense for downtown.

I. Quality of Life

Enhance the overall livability of downtown for workers and visitors by promoting and facilitating special events, encouraging historic preservation, pedestrian amenities, additional retail and entertainment, and ensuring that downtown is safe and secure. DDA will continue working with DSDC in 2025 to manage a downtown Graffiti Removal program.

J. Urban Design

Encourage and support high quality urban design and continue to work with such organizations such as Re:Form Shreveport, Strong Towns, and others to encourage engagement, incremental growth and projects that are people oriented. DDA will support the improvement of the aesthetic qualities and character of downtown through public space development and historic preservation efforts, and actively oppose the construction of metal buildings, the demolition in general of historic buildings and structures, and the demolition of non-historic structures unless other structures are built to take their place. Density in a downtown matters, and the DDA shares that message with developers, the public and elected officials.

2025 ACTIVITIES

Note: Activities include, but are not limited to, the following. It should be noted that there may be administrative costs and/or direct project development and implementation costs in each area.

A. Basic Services

Ensure and, if appropriate, supplement the effective delivery and management of basic services such as police, sanitation, and general non-repair maintenance of the public streets and spaces in downtown.

Enhance and Improve Downtown Security

Continue support of Downtown Police and the Downtown Mounted & Bicycle Patrol with budgeted line items dedicated to this. Advocate for continued installation of security cameras in downtown and additional police presence. As possible, fund hiring Shreveport Police officers to walk the beat in the Central Business District while talking with SPD and City officials about the need for additional officers assigned to Downtown. DDA will also assist SPD in efforts to continue to purchase and install security cameras and other technology in specific downtown locations. DDA will provide assistance as possible with the SPD Community office on Travis Street.

Improve the Maintenance of Downtown Public Spaces

Subject to City or other contract, participate in the maintenance of public spaces in downtown through litter pickup, street-sweeping and vacuuming, grass cutting and other public space maintenance. Also provide supplemental funding for special planting, maintenance, or other beautification projects within downtown as possible.

Continue to meet with the City, SWEPCO and other partners on repairs, maintenance and upgrades to downtown lighting and improved access to electricity, with the City Engineer and Public Works on sidewalks, curbs, and other street issues, with the City Technology department on security cameras and other crime-fighting tools, and with the City Council and Mayor's Office to find the resources to make critically-needed downtown infrastructure improvements.

B. Development and Marketing

Actively pursue development initiatives to promote quality public and private sector development initiatives in downtown.

West Edge District and Shreveport Common Redevelopment

Initiate/support West Edge and Shreveport Common quality of life initiatives.

Cross Bayou/Riverfront/Convention Center Development

Encourage City efforts to further acquire property and remediate Cross Bayou for eventual use, and promote and encourage greater use of the Riverfront, Red River Entertainment District, and Convention Center areas.

Business Support

Coordinate and implement programs to position downtown as a good environment for retail and business services. Continue to provide specific help to businesses; promote and market these businesses and their services. Continue to assist restaurants in downtown to secure sidewalk café permits and downtown bar and club owners to identify issues and needs and facilitate additional security possibilities.

Office Space

Work with property owners and managers to position their spaces for lease. Make suggestions for opportunities to overcome issues that may be negatively affecting particular buildings and encourage attention to trends which will help position properties more positively. Promote spaces on DDA website and social media.

Stimulate Individual Development Opportunities

Foster other development opportunities for downtown, especially those with a strong residential component.

Client Services

Provide client services to existing downtown businesses or prospective businesses concerning market data, marketing and social media, economic and historic tax incentives, and space needs.

Economic

Administer, foster, develop and/or coordinate economic incentive measures to spur continued development of downtown. Assist in providing information about all tax credits and other help available and work with the City of Shreveport in sharing details about the Downtown Opportunity Zone and other incentives.

C. Image and Communications

Promote a positive image of downtown and maintain effective communication between downtown property owners, businesses, advocates, elected officials and citizens of the City by informing them of the needs, opportunities, plans, and assets of downtown. Elevate the public's awareness of downtown and its offerings and explain the DDA's role in both. Continue publication of the weekly e-blast that highlights ongoing activities in downtown, maintain an aggressive social and traditional media outreach, and initiate creative marketing strategies to highlight downtown businesses and properties.

Provide Information to Educate and Inform Downtown Businesses and Professionals About Downtown Issues and Important City/Regional Issues Which Impact Downtown

Publish reports for DDA/DSDC as appropriate and prepare and distribute marketing materials designed to share correct and updated information about downtown.

Educate and Inform the Community about the Importance of Downtown and Present An Image That Downtown Is A Desirable Place in which to Work, Live, Play & Discover

Provide information relative to downtown attractions and update materials that promote downtown. Continue to work with Strong Towns, Urban3 and other national organizations that promote the continued importance and potential economic strength of downtowns.

Participate in select Shreveport initiatives that will enhance the national image of our city and promote increased civic pride.

D. Legislative Action and Leadership Support

Provide necessary support services to various non-profit downtown improvement organizations and recruit key leaders to become involved in the downtown revitalization process. Participate in providing information to local, state, and federal lawmakers on legislation that impacts downtown growth and development.

Support and Participate in State and National Associations Which Are Concerned With Revitalizing Downtowns

Participate in organizations dedicated to downtown revitalization and, as appropriate, attend Louisiana Cultural Connection, Louisiana Trust for Historic Preservation, Main Street, and International Downtown Association Conferences.

Support and Encourage the Participation and Activities of Local Downtown Organizations Whose Primary Interest Is Also the Revitalization of Downtown

Provide contract DDA staff services to Downtown Shreveport Development Corporation (DSDC) and DSDC2, Inc. to enable their programs of work. Maintain supportive relationships with Downtown Shreveport Unlimited, Shreveport Regional Arts Council, Shreveport. Common, Greater Shreveport Chamber of Commerce, Shreveport-Bossier African American Chamber of Commerce, Visit Shreveport Bossier, and others.

E. Parking and Transportation

Improve the accessibility to and within downtown.

Former Greyhound Bus Terminal

DDA will work with Holy Trinity Catholic Church in its efforts to repurpose the former Greyhound Bus Terminal for a new use for the church.

Pedestrian/Vehicular Circulation/Bike Lanes

Work to improve and maintain effective and safe pedestrian and vehicular circulation in downtown. Manage the creation and installation of wayfinding signage throughout downtown Shreveport. Encourage the installation of amenities that will enhance the pedestrian environment – such as banners and lighting - and work with the City and others to promote the development of multi-story parking in downtown on existing surface lots. Work with the city on the expansion of bicycle lanes throughout downtown and continue to advocate for additional bicycle racks in locations where needed. Encourage the city and state to consider creative ‘traffic calming’ solutions to fight excess speeding seen on Spring and Market Streets which make the areas dangerous to pedestrians and bicyclists. Work with the city and state to slow speed and make the area of Texas Avenue from Cotton Street to Murphy Street a ‘Complete Street’ concept that will make it safer, more attractive, and more pedestrian

friendly. Work with the State of Louisiana to secure funding and remediation for three of the most dangerous intersections in the state: Crockett, Spring, and Market.

Off-Street Parking

Promote the development of thoughtful additional off-street parking facilities on existing surface lots and consider which surface lots might be prime locations for parking garages. Provide staff support via contract to DSDC to manage the First Methodist Church parking lots. By contract, administer the City of Shreveport's on-street parking program and advise the City on use of funds from the parking enterprise fund.

Curbside Parking

Develop and encourage the effective use of curbside parking. Continue to develop opportunities to create additional vehicle and motorcycle spaces in downtown.

F. Planning

Plan for the growth, development, and occupancy of downtown by early identification of opportunities and potential problems. Provide comment to City Administration, City Council, Caddo Parish, MPC and Zoning, NLCOG and other appropriate agencies regarding planning and development issues.

Maintain Downtown Maps and Develop Data that Communicates Pertinent Information Concerning Downtown Property and Its Use

Participate in commercial office space research consortiums where possible. Provide information as requested to encourage residential, office, and retail development in downtown.

Maintain a Set of Goals, Strategies, and Objectives for Downtown

Continue to review and update downtown goals and strategic objectives. Prepare and adopt for DDA and DSDC a work plan which reflects the strategic objectives that are to be addressed by the primary downtown economic development and advocacy organizations. Facilitate meetings as appropriate to update downtown stakeholders on downtown projects.

Represent Downtown's Interest in Citywide Planning Issues for Adjacent Neighborhoods and Regional Planning Activities

Monitor and evaluate city-wide and regional planning efforts for impact on the downtown area such as the city's Choice Neighborhoods plan, which affects a portion of the Downtown Development District. Participate in planning activities as appropriate. Work with the City of Shreveport on its projects and developments outlined in the \$24.2M HUD Choice Neighborhood grant that was awarded in 2018.

G. Quality of Life

Enhance the overall character, environment, and attraction of downtown Shreveport by supporting, promoting, and facilitating special events and cultural activities.

Festivals and Special Events, Sponsorships

Assist in the development and production of special events. Provide support to organizations and entities that will enhance the downtown experience through the funding of mini-grants, insurance coverage or other sponsorship assistance. Manage the street vendor permitting program, street performers, and sidewalk café programs.

Art as Industry

Give downtown Shreveport a unique sense of place by fostering the art industry as a place-making collaborative. Monitor progress and participate in the process of both temporary and permanent art components of the streetscape project. Work with SRAC, Robinson Film Center, Agora Borealis, Address Art & Entrepreneur Center, Waddell Gallery of Distinction, the Strand Theatre, and other entities to create the ongoing presence of the arts in downtown as an industry. Increase public art installations in downtown through partnerships with local, regional & national artists, SRAC, City of Shreveport and other entities and advocate for maintenance of such. Promote ways to highlight the importance of art in the community.

H. Urban Design

Improve the urban design, aesthetic quality, and character of downtown and work with appropriate agencies as opportunities are provided. Continue support of Re-Form Shreveport in bringing nationally known speakers to Shreveport to speak on issues of Urban Sprawl, the importance of Downtowns, livability, the importance of a walkable-friendly community, and more.

Implementation of Desired Urban Design Concepts

Monitor minimum sidewalk standards in accordance with the design criteria of the downtown streetscape projects, participate in the design of downtown streetscape projects, and provide input to the City Administration and MPC as to the appropriateness of design of proposed projects. Administer the sidewalk café permit process and assist businesses in the application process.

Plan and Promote the Development of Public Places, such as Plazas, Fountains, Green Space and Pop-Up Parks in Downtown

Continue support of projects/events that promote a positive image of downtown. Work with the City and others to identify opportunities for green space enhancement and other public developments. Provide support for the continued enhancement of Caddo Common Park.

Plan and Implement Improvements to Downtown Gateways

Monitor gateway concepts and make specific recommendations regarding planned improvements at key downtown entry ways.

Identify and Encourage the Preservation and/or Renovation of Historic or Architecturally Significant Buildings in Downtown

The DDA staff continues to provide assistance and coordination between developers and the State Historic Preservation Office to qualify properties for participation in the state and federal tax credit programs. DDA will also continue efforts to encourage and assist historic preservation work of DSDC, encourage - financially and otherwise - adaptive re-use of

historic buildings in downtown, promote redevelopment incentives, and work with the State Fire Marshal's Office and other cities to determine "Best Practices" in historic building codes.

2025 DDA Budget - Approved 11-13-24

	2025 Revenue
1 2024 DDD Property Tax	\$ 682,541
2 Streetscape Contract	\$ 279,830
3 Streetscape Misc. Income	\$ 7,000
4 Parking Contract	\$ 416,700
5 Parking Misc. Income	\$ 500
6 DSDC Management Contract	\$ 30,000
7 Interest	\$ 70,000
8 Downtown Beautification Carry Over from 2023	\$ 110,000
9 Miscellaneous Income	\$ 10,000
10 FMC Lot Management	\$ 3,000
11 Carry Over- Mural/Trees/Infrastr (Mural 2025)	\$ 33,000
Total Revenue	\$ 1,642,571

	2025 Expense
12 Salaries, Admin.	\$ 388,000
13 Retirement	\$ 11,640
14 Medical Insurance	\$ 110,000
15 Payroll Taxes (.0765)	\$ 29,700
16 Worker's Comp	\$ 3,000
17 Staff Parking & Validation	\$ 2,500
18 Legal	\$ 8,000
19 Accounting	\$ 26,000
20 Professional Dues & Subscriptions	\$ 6,000
21 Postage	\$ 500
22 Office Supplies & Expenses	\$ 21,000
23 Office Rent (416 Cotton)	\$ 19,524
24 416 Utilities	\$ 12,000
25 Dining & Entertainment	\$ 3,000
26 Seminars & Training	\$ 4,000
27 Insurance - General	\$ 18,000
28 Travel Expense	\$ 3,000
29 Telephone	\$ 12,000
30 Marketing/Publications	\$ 27,300
31 Mounted Patrol Funding	\$ 10,000
32 Downtown Security	\$ 12,000
33 Streetscape Maintenance	\$ 286,830
34 Carry Over Mural/Trees/Infrastr (Mural 2025)	\$ 33,000
35 Trees	\$ 9,000

36	Event Sponsorships	\$	7,500
37	Parking Services (Contract)	\$	416,700
38	Artspace Support	\$	30,000
39	Mini-grants	\$	3,000
40	416 Cotton	\$	8,100
41	Downtown Beautification Carry Over from 2023	\$	110,000
42	Long-term Projects (Emerging Opportunities)	\$	11,277
Total Expense		\$	1,642,571

