

CADDO PARISH COMMISSION
505 TRAVIS STREET, GOVERNMENT PLAZA
PUBLIC NOTICE
ECONOMIC DEVELOPMENT COMMITTEE AGENDA
April 18, 2022
1:30 pm

1. ECONOMIC DEVELOPMENT COMMITTEE ROLL CALL:

Mario Chavez, Chair

Stormy Gage-Watts

Steven Jackson

Lyndon B. Johnson

Ed Lazarus

John-Paul Young

Roy Burrell

John E. Atkins, President

2. INVOCATION:

3. PLEDGE OF ALLEGIANCE:

Veterans and active military members saluting during recitation of the Pledge of Allegiance would be appropriate, should you wish to do so.

4. AGENDA ADDITIONS:

5. PUBLIC COMMENTS:

Citizens who wish to address the Committee please fill out a comment card located in the chamber foyer, and return to the Chairman or the Clerk of the Commission. Citizens may also fill out & submit a [COMMENT CARD ONLINE HERE](#) prior to the meeting. Individual comments are limited to 3 minutes

6. NEW BUSINESS:

6.I. Discuss And Make Recommendations Regarding YMCA Request

Documents:

[YMCA YOUTH BASEBALL COMPLEX ECONOMIC IMPACT STUDY.PDF](#)
[YMCA YOUTH BASEBALL COMPLEX SUMMARY DOCUMENT.PDF](#)
[YMCA NGO APPLICATION WITH ATTACHMENTS.PDF](#)

6.II. Discuss And Make Recommendations Regarding Sci-Port's Game Port Project

Documents:

6.III. Update On Marketing Of Caddo Parish

7. ADJOURN:



Event Impact Calculator Detail - YMCA

Event Summary

Key Parameters		Key Results	
Event Name:	YMCA Tournament	Business Sales (Direct):	\$249,677
Organization:	United States Specialty Sports Association	Business Sales (Total):	\$356,271
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	182
Start Date:	02/19/2022	Jobs Supported (Total):	199
End Date:	02/20/2022	Local Taxes (Total):	\$15,054
Overnight Attendees:	634	Net Direct Local Tax ROI:	\$13,563
Day Attendees:	1346	Est. Room Nights Demand:	427

Direct Business Sales

Sales by Source

Attendees Spending:	\$221,793	Exhibitor Spending:	\$79
Organizer Spending:	\$27,804	Total Event Spending:	\$249,677

Business Sales by Sector

Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$51,203	\$0*	\$0	\$51,203
Transportation	\$26,098	\$547*	\$51	\$26,696
Food & Beverage	\$70,725	\$12,253*	\$0	\$82,978
Retail	\$44,369	\$0	\$0	\$44,369
Recreation	\$29,398	\$0	\$0	\$29,398
Space Rental	\$0	\$6,416*	\$0	\$6,416
Business Services	\$0	\$8,588*	\$29	\$8,617
Totals	\$221,793	\$27,804	\$79	\$249,676

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$249,677	\$106,595	\$356,271
Personal Income	\$80,737	\$27,167	\$107,904
Jobs Supported			
Persons	182	17	199
Annual FTEs	3	0	3
Taxes And Assessments			

<u>Federal Total</u>	<u>\$22,262</u>	<u>\$8,672</u>	<u>\$30,934</u>
<u>State Total</u>	<u>\$12,727</u>	<u>\$2,163</u>	<u>\$14,889</u>
Sales	\$10,726	\$1,332	\$12,058
Income	\$269	\$91	\$360
Bed	\$0		\$0
Other	\$1,732	\$740	\$2,472
<u>Local Total</u>	<u>\$13,563</u>	<u>\$1,492</u>	<u>\$15,054</u>
Sales	\$9,868	\$1,226	\$11,093
Income	\$0	\$0	\$0
Bed	\$3,072		\$3,072
Per Room Charge	\$0		\$0
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$623	\$266	\$889
Property Tax	\$1,428	\$383	\$1,811

Event Return On Investment (ROI)

Direct

Direct Tax Receipts	\$13,563
DMO Hosting Costs	\$0
Direct ROI	\$13,563
Net Present Value	\$13,563
Direct ROI (%)	-

Total

Total Local Tax Receipts	\$15,054
Total ROI	\$15,054
Net Present Value	\$15,054
Total ROI (%)	-

Estimated Room Demand Metrics

Room Nights Sold:	427	:	
Room Pickup (block only):	0	:	
Peak Room Nights:	235	:	
Total Visitor Days:	1,657	:	

YMCA Youth Baseball Complex

Home of the Shreveport Little League



Prepared by YMCA of Northwest Louisiana

YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

Little League Mission: Little League believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities.

Executive Summary

Baseball, the second most popular youth sport in the United States, is still growing and becoming even more popular. Between 2013 and 2018, the number of American kids playing baseball and softball increased by nearly 3 million, according to annual surveys by the Sports & Fitness Industry Association. More than 25 million kids played baseball or softball in 2018, and nearly 15 million of those were "core" players who played 13 or more times in a year. Therefore, the YMCA of Northwest Louisiana and the Shreveport Little League have teamed up to capitalize on this trend, and better serve our community's youth.

During the 2021 season, Shreveport Little League kids played approximately 300 baseball games, and 100 softball games at the complex located at 3455 Knight Street. The Little League made its home at this location, across from what is now the BHP Billiton YMCA, in the 1980's; however, the actual fields and facilities have remained virtually unchanged and have not been updated in over 40 years. This is primarily because Little League leased the property from a private individual and could not afford to purchase it. In 2020, with funds derived from the Louisiana Capital Outlay Bill, the YMCA purchased the property that Little League had been leasing. The Y and the Little League are now moving forward with plans for improving the complex, which include increasing the number and sizes of the fields, adding artificial turf to the infields, and ultimately, creating a venue that can compete to host travel baseball and softball tournaments. The estimated total number of visitors to the complex in year one will increase from 54,352 to 341,672.

The new facility will allow travel teams from north, south, east, and west of Caddo and Bossier parishes to meet in the middle for numerous competitions and tournaments throughout the year. In the past, Shreveport Little League did not host any tournaments, as they did not have adequate facilities to do so. At the same time, many Little League families traveled to other, similarly sized, and smaller cities, to play in tournaments.

Economic Impact: \$5M (year one)

Located between Dallas, Jackson, Little Rock and Baton Rouge, Shreveport sits in a prime location to connect families and teams for tournament play. Shreveport's central location, coupled with its numerous hotel and restaurant accommodations, make it very appealing to families traveling to tournaments. According to a study conducted by the University of Florida, each non-local family attending a baseball tournament, spends approximately \$985 on accommodations, restaurant meals, groceries, concessions, fuel, and other expenses. With projections of hosting 20 tournaments in year one, with 50 teams at each tournament, an economic impact in year one of \$5M is easily obtainable (see Shreveport-Bossier Sports Commission economic impact study).

Cities with similarly sized baseball complexes showed comparable results. The Lafayette Convention and Visitors Commission stated that in 2019, there was an estimated \$22.9M economic impact through events held at the Broussard, Youngsville, and Carencro sports complexes. That same year, Alexandria reported an economic impact of \$2.9M per year, while Sterlington's baseball complex brought in an estimated \$290,000 for just one weekend tournament.

In 2019, Vicksburg, Mississippi, opened their youth sports complex, consisting of baseball, softball, football, lacrosse, and soccer. Between those sports, the facility is expected to host 1,845 tournament teams and attract 175,000 visitors. The impact on hotel rentals is estimated at 25,000 room nights. The total economic impact is expected to be \$24 million per year.

The YMCA youth baseball complex's prime location and area accommodations will make it the premier baseball complex in the region, while allowing families and money to stay local. The economic impact coupled with the quality of life improvement to the area will make the YMCA youth baseball complex a win-win for our community.

Projections

- The YMCA youth baseball complex is projected to host a total of 20 tournaments in year one: 4 for youth softball, 2 for adult softball, and 14 for youth baseball.
- The YMCA youth baseball complex is projected to bring a total of 1,000 teams in year one to Shreveport for tournaments, averaging 50 teams per tournament, and 10 members per team. Each team is projected to play an average of 4 games per tournament.
- Each team member is projected to bring an average of 4.5 friends and family members with them to each tournament game.
- The YMCA youth baseball complex is projected to bring a total of **220,000** visits from tournament players and their guests in year one.
- The YMCA youth baseball complex is projected to host 360 Little League games in year one, and 120 softball games (these numbers do not include tournament games).
- Each Little League team averages 12 members per team.
- Each Shreveport Little League member is projected to bring an average of 5 friends and family members with them to each Little League game.
- The YMCA youth baseball complex is projected to bring **69,120** visits from Shreveport Little League players and their guests in year one.
- Each Little League team is projected to practice 10 times per season at the YMCA youth baseball complex. There are two seasons per year.
- Each team member is projected to bring 1 friend or family member with them to practice.
- 70 teams are projected in the spring (50 baseball and 20 softball). 40 teams are projected in the fall (30 baseball and 10 softball).
- The YMCA youth baseball complex is projected to host **26,400** practice players and their guests in year one.
- The YMCA youth baseball complex is projected to host two All Star district tournaments in year one. There are approximately 13 different divisions that each have their own district tournament.
- Each division would have approximately 5 games. Teams consist of approximately 12 players.

- The YMCA youth baseball complex is projected to bring a total of **17,160** visits from All Star district tournament players and their guests in year one.
- There are two umpires for each game. The YMCA youth baseball complex is projected to host 2,480 games in year one.
- The YMCA youth baseball complex is projected to have **4,960** umpires in year one.
- Opening Night for Little League happens each spring. 80% of the players are projected to participate.
- Each Shreveport Little League member is projected to bring an average of 5 friends and family members with them to each Little League game.
- The YMCA youth baseball complex is projected to host **4,032** participants on Opening Night in year one.

Total Visitors to the YMCA youth baseball complex in year one = **341,672**

PARISH OF CADDO, LOUISIANA

GUIDELINES FOR APPROPRIATION APPLICATIONS

Name of Entity: YMCA of Northwest Louisiana

Please review the following guidelines for funding and initial indicating you have read and understand each item prior to submitting an application:

- JG 1. Appropriations are made on an annual basis; **receiving funding one year does not guarantee that the organization will receive funds in the same amount, or at all during the next year.**
- JG 2. Funds are appropriated for specific programs that an organization sponsors and **cannot be used for the day-to-day operating expenses of the organization (i.e. salaries, office expenses, rent).**
- JG 3. The program for which an appropriation is requested must provide services to unskilled poor, low-income persons, unemployed persons or students from those families; alternatively, the program must provide a measurable means of economic development for Caddo Parish.
- JG 4. Funds cannot be used for the following:
a. Capital purchases/improvements such as building repairs/renovations, playground equipment (even if for the parish-funded program) of an organization;
b. Equipment used in any other program other than the one the Parish is funding;
c. To benefit non-Caddo citizens.
- JG 5. Funds cannot be used directly or indirectly in any trade or business carried on by any person or entity other than Grantee.
- JG 6. An organization receiving monies through the Caddo Parish Commission's appropriation process must give two reports detailing the use of those funds: a report detailing the use of the funds from January 1st - June 30th of the appropriation year (due July 31st), and a report detailing the use of the funds from July 1st - December 31st of the appropriation year (due January 31st of the year following the appropriation). A subsequent appropriation application will **not** be considered if the July 31st report has not been timely submitted; an approved appropriation will **not** be funded if the January 31st report has not been timely submitted. These reports must include invoices, receipts cancelled checks and any other documents related to the expenditure of Parish funds, and the Parish reserves the right to audit all organization records related to the appropriation at any time.
- JG 7. No funds will be paid until all required reports have been received and approved by the Parish of Caddo.
- JG 8. Funds must be spent **in accordance with the provisions outlined in the Cooperative Endeavor Agreement (CEA)**. Listing items in the detailed budget does not make them eligible for reimbursement; the items must be covered in the CEA.

SECTION I: INTRODUCTION AND FUNDING PURPOSE

It is important that each section of this request be completed.

1. **Name of Entity:** YMCA of Northwest Louisiana

Commission District: 4

Address: 3455 Knight Street, Shreveport, Louisiana, 71105

Is this the address of the organization's headquarters? Yes No

If not, please list headquarter address: 400 McNeil Street
Shreveport, Louisiana, 71101

Does your organization provide services in more than one commission district?

Yes No

If yes please list other districts served and addresses (if available):

District 3, 400 McNeil Street, Shreveport, Louisiana, 71101

Contact Person: Mr. Gary Lash

Title: CEO

Phone Number: (318) 470-6351 **Fax:** (____) n/a

Email: glash@ymcanwla.org **Past Grant Recipient?** Yes No

2. **Purpose for which Parish funds would be used (Check one and give brief description):**

Economic Development: **Education:** **Social Welfare:**

The Parish funds would be used for economic impact purposes directly benefitting Caddo Parish through the construction of a youth baseball and softball complex. Tournaments held at this complex would create an economic impact of \$5 million in the first year that it is open (see attached report from the Shreveport-Bossier Sports Commission). The YMCA is projecting to host 20 tournaments in year one. Therefore, the Sports Commission explained that to calculate the full economic impact in year one, one should take the Direct Economic Impact number of \$249,677 from the Shreveport-Bossier Sports Commission report and multiply it by 20 to arrive at a year one estimated economic impact of \$4,993,540.00.

3. **Amount of this funding request:** \$1,445,701.37

4. **During what time period will the funds be used:** spring 2023 through spring 2024

5. **Are audited financial statements available?** Yes No

Please furnish most recent financial statement period covered:

January 1, 2020 through December 31, 2020

6. Are you exempt from Federal Income Tax? Yes No

Under IRS Code Section: 501(c)(3)

7. Have you filed form 990 (Return of Organization Exempt from Income Tax)? Yes No

Date of last time filed: 2020

8. Quarterly drawdowns are agreed to be acceptable: Yes No
(If not, please propose an alternate drawdown schedule and explain)

9. Does the organization have any outstanding tax claims (City, Parish, State or Federal)?
 Yes No *(If so, please explain claim)*

10. Are you in good standing with the State of Louisiana? Yes No
Please provide a copy of your Certificate of Good Standing.

11. Please attach any other information that you wish to submit in support of your application.

Attached accompanying the application are the following documents:

- YMCA Youth Baseball Complex Photo Booklet
- YMCA Youth Baseball Complex Summary Document
- YMCA Youth Baseball Complex Economic Impact Study
- FP&C Concurrence
- NW LA YMCA Real Estate Concurrence

SECTION II: PROPOSAL NARRATIVE

The proposal narrative must be formatted as outlined below. Proposals that are not submitted in the following format will not be reviewed. This section shall not exceed three pages, double spaced in 12-font. The application outline must address all of the following items below:

Background and Capacity of Organization

Briefly describe your organization. This description should include the length of existence, the number of officers, members, and mission. Explain the organization's capacity to successfully implement the proposed project in a timely manner.

The YMCA of Northwest Louisiana began in 1925 and serves people aged six weeks to 96 years old (current oldest member), through its child watch, sports programs, camps, swim lessons/swim team, health and wellness programs, and community outreach. Programs and memberships are made affordable to everyone in the community through "Y Cares." Y Cares provides reduced rates for every Y program and/or membership based on an individual or family's income. The Y is run by a board of 10 community members. CEO, Gary Lash, reports to the board. At the present time, the YMCA of Northwest Louisiana consist of approximately 12,000 members. The Y receives funding from memberships, grants, and donations. The mission of the Y is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

The current executive staff of the YMCA of Northwest Louisiana recently secured public and private funding and oversaw the construction of the \$18M BHP YMCA. The executive staff has the track record and experience to implement its Youth Baseball Complex in a timely manner.

Prior Experience of Organization

Description of past completed projects involving community and Parish activities in the past three (3) years, including the type of project, project location, and how it benefited the Parish.

- Swim For Life—an ongoing partnership with Caddo Parish Schools, where every second grader in the Parish comes to the YMCA, four days a week, to learn life-saving skills in and around water. In the last three years, more than 9,000 Caddo Parish second graders have completed the program.

- Homeschool Field Day—an annual field day at the YMCA for hundreds of area home schooled children, which allows them to experience the joy and benefits of a field day.
- Swift Water Training—ongoing training for the Caddo Parish Sheriff’s Office dive team at the YMCA.
- Caddo Parish Parks—an ongoing partnership, wherein the YMCA and Caddo Parks work together to bring different types of exercise to those in the community.

Extent of Neighborhood Involvement

Describe the manner in which you will attract volunteers to your project. Describe how a significant number of people with diverse interests in the neighborhood will be involved in and benefit from this project.

The YMCA relies heavily on volunteers to assist with programs and special events in order to engage the community, as well as keep programming costs low. The Y has close to 9,000 members who support and volunteer throughout the year at events like its annual Halloween Party, Kids Triathlon, Earth Day Celebration, and Family Game Night, just to name a few. Volunteers also assist with youth sports and swim meets.

The complex will be used to host weekend outdoor health and wellness fairs, family fun nights at the park, community baseball and t-ball games, as well as movie nights under the stars. Through these events, the Y is able to educate and recruit volunteers for future events and programs.

Description of Project and Soundness of Project

This summary should provide an overview of entire project(s), including project location and how this project will benefit the Parish. This project must be clearly understood, well planned, and ready to proceed.

The youth baseball complex is located at the intersection of Knight Street, and Flyer Drive, adjacent to Clyde Fant Parkway, in Shreveport. Currently, the facility has three, usable baseball fields, and two usable softball fields—all of which are dirt fields—and can’t be used within 24-48 hours after rain. Upgrades have never been made to the facility, because for decades, the Shreveport Little League leased the property from a private individual. In 2020, with funds derived from the Louisiana Capital Outlay Bill, the YMCA purchased the property. The expansion project will create eight tournament-worthy fields, all with turf infields. The new facility will allow travel teams

from north, south, east, and west of Caddo Parish to meet in the middle for numerous competitions and tournaments throughout the year. In 2019, Vicksburg, Mississippi, opened their youth sports complex. The total economic impact is expected to be \$24 million per year. Ruston recently completed its sports complex and estimates a \$1.2 billion-dollar economic impact over the next twenty years.

Projections:

The YMCA projects a \$5 million-dollar economic impact for the baseball complex in year one. The estimated total number of visitors to the complex in year one will increase from 54,352 to 341,672.

Joint Group Application and Collaboration

State whether your organization is submitting this application along with another Parish-based organization. Also, describe any partnerships that were formed or will be formed to plan and implement this project. Please include names of all partnerships, consultants and other organizations that Caddo Parish appropriations will fund with the amount of monies going to each.

The YMCA is working closely with Caddo Parish Parks and Recreation to bring baseball to inner-city youth, as well as provide inner-city youth a means to continue playing baseball after the age of 10. The YMCA is also working closely with Shreveport Little League and Shreveport Dixie baseball leagues to provide much-desired practice fields and tournament space for area youth.

Identify Needs and Gaps in Services in Neighborhood

Children ages six through 12, whose families have an income less than \$25,000 are nearly three times less likely to play sports, compared to their peers whose families make more than \$100,000. This division is harmful for children in poverty, because kids that play sports have longer life expectancies, improved mental and physical health, as well as cognitive development, are more disciplined, experience the importance of teamwork, and experience resilience. They also score higher on tests.

In the tract in which the baseball complex lies, 20 percent of the population lives below the poverty line. Through its Y Cares program, the YMCA subsidizes every one of its programs, including youth sports, so that every child has the opportunity to play. Keeping tournament play local also allows kids in lower income brackets more opportunity to play and compete.

ATTACHMENT A: CONTACT INFORMATION

List the names, addresses, and Commission District (if applicable) of all board members.

Name	Address	Commission District
Dr. Shane Barton	11 Cliffewood Place Shreveport, LA 71106	9
Dr. Korey Burgin	561 Delaware Street Shreveport, LA 71106	8
Eric England	232 Atlantic Avenue Shreveport, LA 71105	4
Don Gibbs	5590 Winder Circle East Shreveport, LA 71129	7
Darlene Hall	6121 Fern Avenue, #117 Shreveport, LA 71105	8
Mark Montgomery	24 Country Lane Haughton, LA 71037	n/a
Matt Moss	660 Oneonta Street Shreveport, LA 71106	4
Connor Peterson	380 Albany Avenue Shreveport, LA 71105	4
Eric Sullivan	569 Northpark Court Bossier City, LA 71111	n/a
Blake Young	845 Chartres Drive Shreveport, LA 71115	9

ATTACHMENT B: PROJECT TIMELINE

This summary should provide a written timeline to show benchmarks for project implementation and completion. Describe any recent, relevant and successfully demonstrated experience in undertaking similar projects. Include the knowledge and experience of the proposed day-to-day project team leader.

The timeline will be predicated on the fundraising schedule. The YMCA is planning to move forward with construction upon securing 90% of the \$6M Facility Construction budget. The YMCA intends to time its construction with the end of a league season to minimize disruption of league play.

The current executive staff of the YMCA of Northwest Louisiana recently secured public and private funding and oversaw the construction of the \$18M BHP YMCA.

The YMCA plans to hire a full-time project team leader with years of knowledge and experience in youth baseball and softball program development and implementation, however the YMCA has yet to determine the person for the position.

**ATTACHMENT C:
Caddo Parish Appropriation BUDGET FORM**
Please provide detailed explanation of each line item.

Organization Name YMCA of Northwest Louisiana

Budget Years 2022-24

Line Item Object	Funding Amount			Total
	Parish Amount	Other Amounts*	In-Kind <i>(Including Food Bank)</i>	
Land Purchase	0	\$1,445,701.37 Louisiana Capital Outlay		\$1,445,701.37
Facility Construction	\$1,445,701.37	\$373,500.00 Individual Donors to Date \$3,845,798.63 to be raised from Foundation, Individual and Corporate Donors	\$335,000.00 Coca- Cola	\$6,000,000.00
Total	\$1,445,701.37	\$5,665,000.00	\$335,000.00	\$7,445,701.37

*Please provide a detailed listing of the funding source for other amounts.

*If funding tuition for low-income persons to attend your program, please provide a detailed listing of the items covered by the tuition.

AFFIDAVIT

I hereby certify that the information provided in this application and all accompanying forms is true and accurate as of the date of completion.

Signature:



Title:

Director of Marketing and Development

Date:

April 5, 2022

CHECKLIST OF REQUIRED DOCUMENTS

Guidelines For Appropriation Applications

Application

Proposal Narrative (See application outline on page 3)

Attachment A

Attachment B

Attachment C

Copy of current IRS 501(c)(3) tax exempt statement indicating that you are not a private foundation and an explanation of any changes in your IRS status (if applicable)

Affidavit

Copy of Certificate of Good Standing with State of Louisiana



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077556534
June 19, 2009 LTR 4168C 0
72-0408997 000000 00 000
00027653

BODC: TE

YMCA OF NORTHWEST LOUISIANA
PO BOX 566
SHREVEPORT LA 71162



030288

Employer Identification Number: 72-0408997
Person to Contact: SHARON LENARD
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of May 07, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in July 1943, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Cindy Westcott
Manager, EO Determinations

Tom Schedler
Secretary of State

State of
Louisiana
Secretary of
State



COMMERCIAL DIVISION
225.925.4704

Fax Numbers
225.932.5317 (Admin. Services)
225.932.5314 (Corporations)
225.932.5318 (UCC)

Name	Type	City	Status
YMCA OF NORTHWEST LOUISIANA	Non-Profit Corporation	SHREVEPORT	Active

Previous Names

YOUNG MEN'S CHRISTIAN ASSOCIATION OF SHREVEPORT AND BOSSIER CITY, LOUISIANA (Changed: 3/24/2008)

YOUNG MEN'S CHRISTIAN ASSOCIATION OF SHREVEPORT (Changed: 8/1/1956)

Business: YMCA OF NORTHWEST LOUISIANA

Charter Number: 00401600N

Registration Date: 3/19/1923

State Of Origin:

Domicile Address

400 MCNEILL STREET
SHREVEPORT, LA 71101

Mailing Address

400 MCNEILL STREET
SHREVEPORT, LA 71101

Status

Status: Active

Annual Report Status: In Good Standing

File Date: 3/19/1923

Last Report Filed: 4/8/2014

Type: Non-Profit Corporation

Registered Agent(s)

Agent:	GARY LASH
Address 1:	8330 ASHBOURNE DR.
City, State, Zip:	SHREVEPORT, LA 71106
Appointment Date:	3/18/2004

Officer(s)

Additional Officers: No

Officer:	MARK EVANS
Title:	Treasurer

Address 1: 1109 WESTPOINT DR.
City, State, Zip: SHREVEPORT, LA 71106

Officer: ARCHER FRIERSON
Title: President
Address 1: 10985 HARTS ISLAND RD.
City, State, Zip: SHREVEPORT, LA 71115

Amendments on File (5)

Description	Date
Name Change	8/1/1956
Amendment	12/11/1989
Revoked	5/16/2000
Reinstatement	3/14/2001
Name Change	3/24/2008

Print

Request for FP&C Concurrence in Real Estate Closing

Project Number: 50-NYQ-19-01

Entity: YMCA of Northwest Louisiana

Project Name: YMCA Northwest Louisiana Youth
Sports Facility, Planning and
Construction (Bossier)

Contact Person: Gary Lash

Phone Number: 318-470-6351

To be completed by the Entity

The following information is attached and Entity requests FP&C's concurrence that the transaction is ready for closing.

1. State Certified General appraisal
2. Preliminary title opinion attesting that the non-state entity will have good, clear, and merchantable title upon execution of the act of sale, or title insurance
3. Phase I environmental assessment, prepared by an environmental professional according to current ASTM standard practice, that also considers asbestos containing materials, lead-based paint, lead in drinking water and wetlands
4. Draft act of sale with warranty that the property is free of CERCLA defined hazards and petroleum products identified in the environmental assessment as existing or suspected.
5. Evidence of current commitment of funds for the project and availability of match and/or in-kind match.

Entity:

Gary Lash
(Signature of Authorized Representative)

Date:

5/20/20

Gary Lash
(Type or Print Name)

To be completed by FP&C and returned to the Entity

FP&C concurs that the transaction is ready for closing
(FP&C will initiate writing a check in the amount of \$ \$1,445,701.37)

FP&C does not concur that the transaction is ready for closing

Reason:

(Entity must resolve and then submit another Request for FP&C Concurrence in Real Estate Closing)

Project Manager:

Michael S
(Signature)

Date:

6/15/20

Remit to: Facility Planning & Control
LA Division of Administration
Post Office Box 94095
Baton Rouge, La. 70804-9095

Thank you for your cooperation!

Facility Planning and Control
State of Louisiana
Division of Administration

JOHN BEL EDWARDS
Governor



JAY DARDENNE
Commissioner of Administration

DATE: MONDAY JUNE 15, 2020

TO: MR. GARY LASH, CEO
YMCA OF NORTHWEST LOUISIANA

RE: CONCURRENCE IN REAL ESTATE CLOSING
YMCA NORTHWEST LOUISIANA SPORTS FACILITY, PLANNING & CONSTRUCTION (BOSSIER);
FP&C Proj. No. 50-NYQ-19-01

Please find the attached Request for FP&C Concurrence in Real Estate Closing form with my signature, concurring in the transaction to purchase said 24.19 acre tract of land (which is ready to close) as described in the Title Commitment. Subject property consists of a 24.19 acre tract of land that is located across the street from the YMCA facility located at 3455 Knight Street for the development of a youth baseball facility to serve the youth of Shreveport / Bossier City. FP&C will initiate a check in the amount of **\$1,445,701.37**, which will be sent to you for the transaction, per our Cooperative Endeavor Agreement.

After closing, **please send me a copy of the executed Act of Sale as recorded in the local Clerk of Court's office.**

In addition, if State funds are planned to be used for the reimbursement of actual reasonable costs for title work, appraisals, abstracts, property surveys, legal fees, and other allowable services associated with the purchase of the property, these services must have been performed under written contracts. Copies of the executed contracts should be submitted to FP&C for review prior to requesting disbursement. Please note, Contracts executed prior to the date of the cooperative endeavor agreement, or prior to the date cash was made available for the State appropriation are not eligible for State participation.

If you have any questions please do not hesitate to contact me at (225) 219-0049.

Sincerely,



Michael A. Somme, PE, PMP
FP&C Project Manager

CC: FP&C Project File

FINAL REPORT NARRATIVE

FINAL – This is your last report – Answer each question as it relates to the Scope of Work for the event.

1. What is the overall assessment of the event?

GamePort was a multi-faceted event that opened on June 13, 2021 and closed on August 31, 2021. It focused on 3 related but different events, those being an exhibit on the Sci-Port premises, a competitive e-gaming event that took place both in a remote facility as well as on the Sci-Port campus and an experience in computer coding that took place off the Sci-Port campus.

The GamePort exhibit opened on June 13, 2021, in the Sci-Port facility, and remained open on each day on which Sci-Port was open through August 31, 2021. It consisted of an exhibit on the history of video/computer games. There were also several games that were constructed to a scale such that, rather than viewing the activity on a video screen, the participant(s) were actually participating in the action. An example of this was a life-sized Pong game. One of the most popular areas of activity was an arcade that included, among other games, a vintage pinball machine. During the 2½ month duration, our point-of-sale system recorded 3,118 paying individuals and our grants accounting recorded 1,318 low-income individuals who received admissions assistance (reimbursable grant) for a total of 4,436 individuals who visited the GamePort exhibit. This resulted in gross admission receipts and grant reimbursements exclusive to the GamePort exhibit of \$31,458. We were able to capture the comments of some of our attendees as shown below (source: general visitor survey kiosks).

Question - "Was there any staff member or anything in particular that made your visit special? (please describe)"

Answers - "Yes two guys in the game port were great. First guy was in a wheelchair he was great with giving my boys instructions. And the second guy with long hair played a few games with my boys."

"(I liked) the new GamePort exhibit."

"In game port the gentleman was extremely helpful giving instructions."

"The guy in the arcade was very friendly and helpful."

Question - "Do you have any suggestions for improving your visitor's experience? (please describe)"

Answer - "More ideas like gameport"

The next facet of GamePort was an e-game competition that occurred off premises at Contender e-Sports located in the Bayou Walk Shopping Center at 6550 Youree Drive in Shreveport. This consisted of 2 events that required pre-registration through a link with Contender e-Sports. The first event was a Smash Brothers tournament that had 54 contestants. The second event was a Rocket League tournament and had approximately 25 contestants. We were able to arrange a live stream of each event that was transmitted to a projector in our IMAX Theater. Both events drew between 35 and 40 viewers in our IMAX Theater.

The third facet of GamePort was a computer coding exercise that was taken off premises with the assistance with the Shreve Memorial Library System who provided a mobile van and laptop computers. Through the help of the library system, we were able to service students at the following locations: Daycare Facilities-Fleur De Lis Daycare; Church Facilities-Greater Provision Christian Church, Western Hills Baptist Church; School facilities-Northside Elementary School; SPAR facilities-Bilberry Park, Airport Park, A. B. Palmer, Lakeside Acres, Hollywood Heights, Hattie Perry, Mamie Hicks, Sunset Acres, Bill Cockrel, Southern Hills and Querbes; Other facilities-Alemap Fundamentals. Through these facilities we were able to reach a total of 278 students and 59 adults.

2. Did expenditures fall within the most recent event funding budget categories?

The expenditures fell within the most recent event funding budget categories. The proposed original budget was to spend \$3,000 on production of the exhibit on the premises of Sci-Port and \$2,000 to be spent on advertising, for a total of \$5,000. The draw-down requested reimbursement of \$3,000 for JRyan Artist for the design and building of GamePort and for \$2,000 for 318 Forum and Lola Magazine to spend on advertising, for a total of \$5,000.

3. Did the event have the anticipated results?

Yes! For comparison: In our final report for Sno-Port 2020-2021, we served about 5,776 Sno-Port visitors for a time period from after Thanksgiving, 2020, through the end of February 2021, or 3 full months plus an additional week. I have reported an approximated attendance for GamePort to have been 4,436 visitors for a 2½ month period. Where we are under the average proportion set by Sno-Port by about 1,340, I believe that the total event was successful considering it was a first-time event, and it was mostly during the latter part of the summer vacation, where Sno-Port was during the Christmas/New Year season.

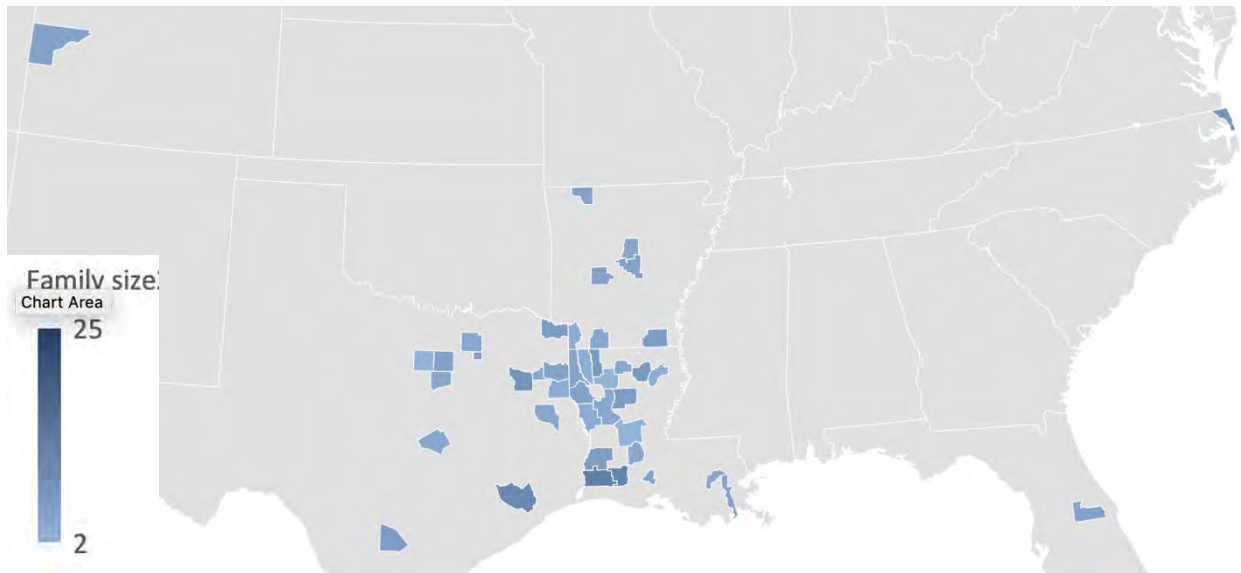
a. Number of participants and attendees from outside of Caddo and Bossier Parishes.

We have two sets of data to illustrate where our visitors came from.

Dataset a) Based on data collected from a Sci-Port Free Admission Day held in honor of the Juneteenth Celebration on June 19, 2021, there was a total of 1,884 attendees. Of the 1,884 attendees, 1,461 were from both Caddo and Bossier Parishes. Therefore, there were 423 attendees who reside outside Caddo and Bossier Parishes. This represents a percentage of 22.45%. Projecting this percentage to the estimated total attendance of 4436 for the duration of the GamePort event, this would present an estimated number of total attendees outside of Caddo and Bossier Parishes to be 995 attendees.

Dataset b) Visitor data was also estimated using data from the Center-wide General Visitor Survey from dates 6/13/21 – 8/31/21. There were 164 respondents for a total of 772 individuals with an average family size of 4.7. Of these visitors, 40% were from Caddo & Bossier Parish; 60% were from outside of Caddo & Bossier Parish, and 64% were first-time visitors. Multiplying 60% by 4,436 Gameport visitors yields 2,661 potential GamePort visitors from out of town. A map from the source zip code data illustrates the counties/parishes of the visitors (below).

Thus, the range of out-of-town Gameport visitors (from the two data sources) is 995-2661 with a median of 1,828.



b. Number of room nights generated by the event (include letters of accommodations attesting to the number of room nights generated as a result of the event, etc.).

Dataset a) Based on data collected from a Sci-Port Free Admission Day held in honor of the Juneteenth Celebration on June 19, 2021, there were 164 attendees of the total 1,884 attendees who came from outside a radius of 124 miles (the median non-local distance) of the Shreveport/Bossier area. This would convert to a percentage of 9%. The 1,844 total attendees represented 513 family units for an average family size of 3.6 persons. Assuming that the 9% outside a 124-mile radius could be a consistent rate and projecting that percentage into the 4,436 estimated total attendance for duration of the GamePort event, there would be approximately 399 attendees, 111 families or approximately 111 hotel rooms attributed to GamePort.

Dataset b) Based on the General Visitor Surveys collected during the time that GamePort was open (6/13/21 – 8/31/21, N=164 respondents, 772 individuals total, average family size of 4.7): 60% were from outside of Caddo-Bossier Parish. By using the distance between each zip code from Sci-Port (71101), the total percentage of family members coming from ≥ 124 miles was 34%. When 34% is multiplied by the total number of GamePort visitors (4,436), there were 1,508 family members coming

from ≥ 124 miles. When 1,508 family members are divided by the average family size from the general visitor survey during that time period (4.7), the number is 321 families who would have rented hotel rooms during GamePort.

From the two different data sources, the range is 111 – 321 hotel rooms, or a median of 216 hotel rooms. The difference between the two data sets could be attributed to the idea that the free admissions day was advertised locally to Caddo Parish residents (because of a grant that supports free admission for Caddo Parish residents), and so the percentage of out-of-town visitors would be lower. Historically, Sci-Port serves more out of town visitors during summer months and winter breaks due to increased interstate travel.

4. If the advertising, marketing or public relations efforts were tracked, what were the results? (i.e. how many people inquired about the event, where did they hear about the event, etc.).

According to the Sci-Port Facebook analytics for the 2½ months of GamePort, there was a 30,499 Reaches, 1,711 Engagements, 487 Likes, 70 Comments and 61 Shares.

Lola Magazine has a 4 phase media focus. The magazine itself has a circulation of over 9,000 in over 200 locations across the State of Louisiana. The ReadLola.com webpage has an online readership of 1,100 Reads, 4,700 Impressions and a 5 minute average read time. Their Facebook page has more than 10,000 Reaches, 5,758 Post Engagements and more than 4,402 Likes. The Monthly Email Blasts have a list of more than 850.

Townsquare Media delivered a 2 pronged promotion of GamePort. The first was Targeted Display that involved banner ads that were placed in selected websites during the month of July, 2021. There were 40,577 Impressions and 82 Clicks with a Click Through Rate of 0.20%. The second was a targeted video that was delivered as 15 thirty second videos during the months of July, August and September. This campaign had 52,330 Impressions and 864 Clicks for a Click Through Rate of 1.65%. There was also 50,390 Starts and 22,580 Completes with a 54.98% View Rate.

We also ran an aggressive billboard campaign through Lamar Advertising that targeted many of the heaviest traveled intersections in the Shreveport/Bossier area. I have included in this packet a copy of our invoice from Lamar that indicates the locations and the dates that our ads were visible.

5. What recommendations do you have for the event in the future?

In the future, regarding marketing and public relations, Sci-Port would like to expand its digital and print marketing budget/efforts. If funding allows Sci-Port would like to start geo-targeted zip code SMS texting, professionally produced GamePort commercials, Google 3D Map Tour of GamePort and create a separate year-long landing page for GamePort.

6. Examples of publicity received along with samples of advertising and promotions from the project (tear sheets, photographs, broadcast affidavits, etc.)

Please see attached:

- Facebook Analytics
- Media pictures
- Lamar Contract
- GamePort eGame Competition Notes
- Digital Campaign Report
- Photos from Event

GamePort Facebook Analytics

Month: Day	Reach	Engagements	Likes	Comments	Shares
June					
2	4434	546	127	32	16
4	1184	38	18	1	3
8	2131	55	24	1	6
9	1799	104	13	0	0
10	1707	85	26	2	2
12	1277	45	15	3	4
13	3434	253	67	14	10
14	918	45	9	2	1
15	592	25	11	0	2
22	1905	106	51	1	4
24	1758	120	14	5	2
July					
1	907	21	12	0	3
3	1100	47	11	4	0
9	3240	162	53	5	6
12	569	9	6	0	0
23	707	10	7	0	0
27	1175	18	11	0	0
27	831	11	6	0	1
August					
27	831	11	6	0	1
TOTALS	30499	1711	487	70	61

Got Game? Get Some!

GAME PORT

An Interactive Gaming Playground
www.sci-port.org

Check out the evolution of play from classic board games, to pinball, to video games to a virtual world — it's a whole new look at the inside of gaming. GamePort will feature digital game-inspired Putt-Putt golf greens, a Sci-Port Amusement Gallery featuring classic pinball games and early video games, a Mousetrap-inspired pneumatic challenge, Simon Says, an Angry Birds-influenced game, and a special "Game Guts" that will feature the inner workings of classic video game systems over the last thirty years.

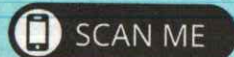
And it's more than just fun! GamePort has been designed as an interactive summertime exhibit to entertain and inspire guests with the direct benefit of promoting critical thinking and strategy skills to all ages of thinking. (Not just for kids!)

Game-Port will run
from Sunday, June
29 to August 29.

6/2/21 Ad


sci port
DISCOVERY CENTER



 SCAN ME

Got Game? Get Some!

GAMEPORT

An Interactive Gaming Playground
www.sci-port.org

Check out the evolution of play from classic board games to video games to a virtual world — it's a whole new world of gaming. GamePort will feature digital game-inspired exhibits, a Sci-Port Amusement Gallery featuring classic board games and early video games, a Mousetrap-inspired pneumatic maze, Simon Says, an Angry Birds-influenced game, and a "Game Guts" that will feature the inner workings of video game systems over the last thirty years.

And it's more than just fun! GamePort will serve as an interactive summertime exhibit designed to inspire guests with the direct benefits of gaming, critical thinking and strategy skill building, and problem thinking. (Not just for kids!)

sci port
DISCOVERY CENTER

6/16/21 ad

will run
June
August 29.
visit:
org



SCAN ME

Got Game? Get Some!

GAME PORT

An Interactive Gaming Playground
www.sci-port.org

Check out the evolution of play from classic board games, to pinball, to video games to a virtual world — it's a whole new look at the inside of gaming. GamePort will feature digital game-inspired Putt-Putt golf greens, a Sci-Port Amusement Gallery featuring classic pinball games and early video games, a Mousetrap-inspired pneumatic chair, Simon Says, an Angry Birds-influenced game, and a special area called "Game Guts" that will feature the inner workings of classic video game systems over the last thirty years.


And it's more than just fun! GamePort has been designed as an interactive summertime exhibit to entertain and inspire guests with the direct benefit of promoting critical thinking and strategy skills to keep them engaged in thinking. (Not just for kids!)

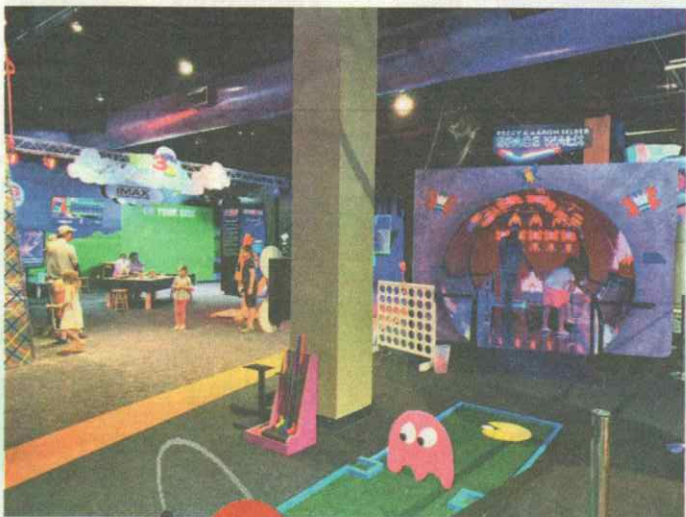
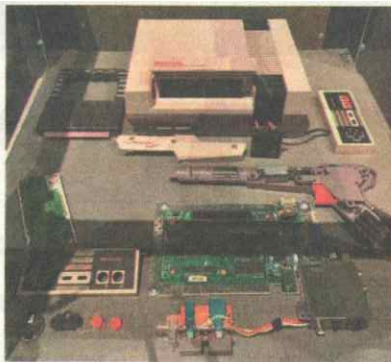
Game-Port will run
from Sunday, June
13 - Sunday, August 29.

6/30/21
Ad


sci port
DISCOVERY CENTER



 SCAN ME



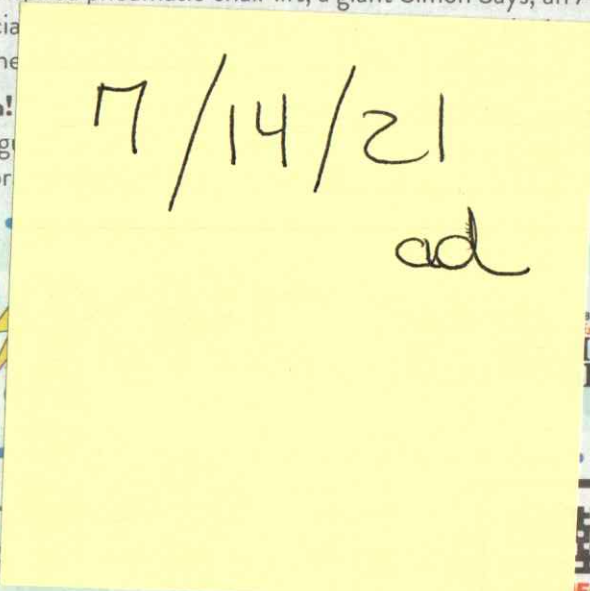
Sci-Port
DISCOVERY CENTER

Got Game? GET SOME!

Check out the evolution of play from classic board games, to pinball, to video games to a virtual world — it's a whole new look at the inside of gaming. GamePort will feature digital game-inspired

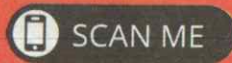
Putt-Putt golf greens, a Sci-Port Amusement Gallery featuring classic pinball games and early video games, a Mousetrap-inspired pneumatic chair lift, a giant Simon Says, an Angry Birds-influenced game, and a special exhibit showing the inner workings of classic game systems over the

And it's more than just fun! This exhibit to teach and inspire game strategy skills to keep that brain

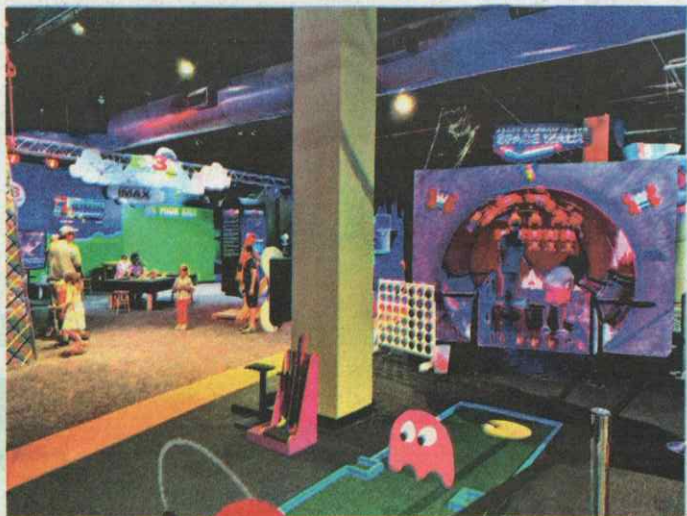


GAME
An Interactive

Game-Port will run
Sunday, August 29
FOR TICKETS VISIT OUR WEBSITE BELOW.



www.sci-port.org



SciPort
DISCOVERY CENTER

Got Game? GET SOME!

Putt-Putt golf greens, video games, a Mouseland-influenced game, and classic game systems

And it's more than just an exhibit to teach and inspire strategy skills to keep

Check out the evolution of play from classic board games, to pinball, to video games to a virtual world — it's a whole new look at

gaming. GamePort features virtual game-inspired pinball games and early video games, an Angry Birds-inspired game, and the inner workings of

the summertime fun and critical thinking and

7/28/21
ad

GAME

An Interactive

EVEREPORT-BOSSIER
Louisiana's
OTHER
SIDE

Game-Port will run through
Sunday, August 29.

FOR TICKETS VISIT OUR WEBSITE BELOW.



SCAN ME

www.sci-port.org

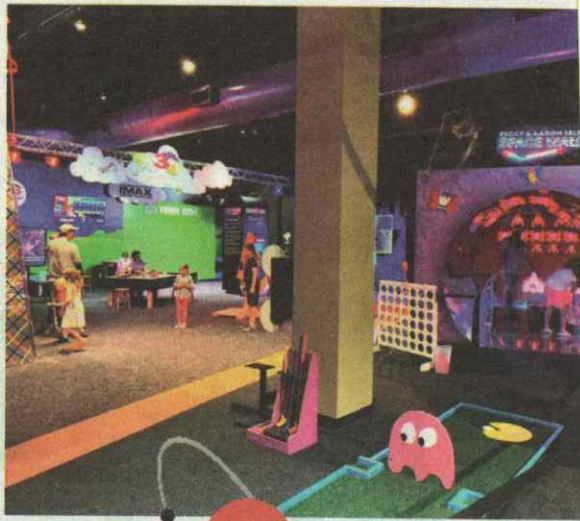
Got Game? GET SOME!

Check out the evolution of play from classic board games, to pinball, to video games to a virtual world — it's a whole new look at the inside of gaming. GamePort will feature digital game-inspired

Butt Bump, if you can't find a classic amusement Gallery featuring classic pinball games and early pneumatic chair lift, a giant Simon Says, an Angry Birds-called "Game Guts" that will feature the inner workings of thirty years.

Port has been created as an interactive summertime with the direct benefit of increasing critical thinking and learning. (Not just for kids!)

8/11/21
ad



PORT
Playground



SHREVEPORT-BOSSIER
Louisiana's
OTHER SIDE

gh

Sunday, August 29.
FOR TICKETS VISIT OUR WEBSITE BELOW.



SCAN ME

Sci port
DISCOVERY CENTER

www.sci-port.org

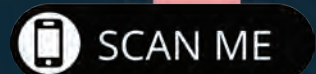


GAME PORT

GIANT INTERACTIVE GAMING PLAYGROUND

OPEN SUN. JUNE 13 - SUN. AUGUST 29

*classic arcade • pinball machines
checkers • chess • pong and more*



**February
March**

DEADLINES
Purchase by January 1
Artwork due January 10

**April
May**

DEADLINES
Purchase by March 1
Artwork due March 10

**June
July**

DEADLINES
Purchase by May 1
Artwork due May 10

**August
September**

DEADLINES
Purchase by July 1
Artwork due July 10

**October
November**

DEADLINES
Purchase by September 1
Artwork due September 10

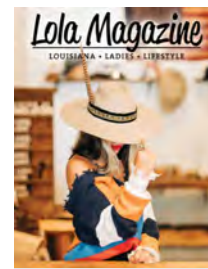
**December
January**

DEADLINES
Purchase by November 1
Artwork due November 10

Lola Magazine

LOUISIANA • LADIES • LIFESTYLE

2021 MEDIA KIT • 6 ISSUES



A Women's Lifestyle Publication
Celebrating Fashion, Health,
Beauty, Motherhood, Entertaining,
Friendships, and so much more

2020

2019

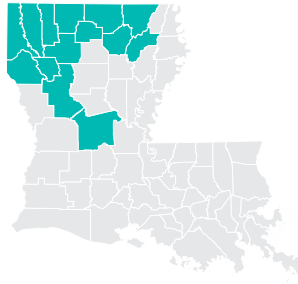
2018

2017

2016

In Print

9,000+ Printed
and distributed to
over 200 locations
in Louisiana



Each issue is available for
FREE pickup six times per year
at all retail locations



We also offer a paid
subscription, which mails out to
households around the country.

In Print

Each issue: Over 9,000 printed and
distributed to over 200 locations in Louisiana

ReadLola.com

Reach: Over 4,000 pageviews per month

Demographics:

81% Female,
70% in the 18-54 age group,
71% viewed on a mobile device

Online Readership: 1,100 Reads,
4,700 Impressions, 5 minutes
Average Read Time

Online



Articles are published in full as
blog posts on ReadLola.com,
accompanied by photography and bonus
images and features



Full Page Advertisements are also
featured on ReadLola.com and
include a link to the advertiser's
webpage of choice



Social Media shares of articles
and advertiser spotlights reach
over 2,500 readers all over the south

Facebook.com

Reach: 10,000+

Post Engagements: 5,758

Page Likes: 4,402+

Demographics: 92% female,
59% in the 25-44 age group

Monthly Email Blasts

List total: 850+

Open rate: 43.8%

Click through rate: 5.1%

Rates

FULL PAGE	HALF PAGE
1x..... \$1175	1x..... \$750
3x..... \$1075	3x..... \$675
6x..... \$950	6x..... \$600

COVERS

Inside Front + Page 1	Inside Back
1x..... \$1500	1x..... \$1400
6x..... \$1300	6x..... \$1250

**1/2 PAGE
HORIZONTAL**

AD SIZE:
7.25 x 4.6563"
(NO BLEEDS)

**1/2 PAGE
VERTICAL**

AD SIZE: **3.5 x 9.5625"**
(NO BLEEDS)

Art Requirements

Need help designing your ad?
We love to help our advertisers
and simply pass along a flat
\$50 ad design fee for those
who aren't able to submit
camera ready artwork.

- Full Color
- Minimum 300dpi

**FULL
PAGE**

TRIM SIZE:
8.5 x 10.8125"

BLEED SIZE: **8.75 x 11.0625"**
(Use .125" bleed on all four sides)

SAFE IMAGE AREA:

8 x 10.3125"

(Use .25" margins on all four sides)

Shreveport
 1800 Pierre Ave.
 Shreveport, LA 71133
 Phone: 318-221-6115
 Fax: 318-221-6118



CONTRACT # 3645252

Date: 7/2/2021
 New/Renewal: NEW
 Account Executive: Patrick Kirton
 Phone: 318-221-6115

CONTRACTED DIRECTLY BY ADVERTISER	
Customer #	145605-1
Name	RED RIVER STEM
Address	820 CLYDE FANT PKWY
City/State/Zip	SHREVEPORT, LA 71101-3667
Contact	ACCOUNTS PAYABLE
Email Address	sciportED@sciport.org
Phone #	(318) 424-3466
Fax #	(318) 222-5592
P.O./ Reference #	
Advertiser/Product	SCI-PORT DISCOVERY CENTER
Campaign	Opportunity: July 2021

Space										
# of Panels: 5								Billing Cycle: Every 4 weeks		
Panel # TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates	# Billing Periods	Invest Per Period	Cost
6524 30635441	072-SHREVEPORT, LA	LINE AVE E/S S/O MONTROSE FN	Yes	Digital Poster	12' 0" x 25' 0"		07/03/21-07/30/21	1	\$500.00	\$500.00
6526 30635442	072-SHREVEPORT, LA	E 70TH ST N/S 340' W/O BERT KOUNS FE	Yes	Digital Poster	12' 0" x 25' 0"		07/03/21-07/30/21	1	\$500.00	\$500.00
6528 30653326	072-SHREVEPORT, LA	SOUTHFIELD S/S 50' W/O YOUREE	Yes	Digital Poster	12' 0" x 25' 0"		07/03/21-07/30/21	1	\$500.00	\$500.00
6534 30825561	072-SHREVEPORT, LA	Ellerbe Road W/S 2500' N/O Industrial Loop	Yes	Digital Poster	10' 0" x 21' 0"		07/03/21-07/30/21	1	\$500.00	\$500.00
6542 30920689	072-BOSSIER CITY, LA	AIRLINE DR. E/S 150' S/O BROWNLEE P1 FN	Yes	Digital Poster	10' 0" x 21' 0"		07/03/21-07/30/21	1	\$500.00	\$500.00
Total Space Costs:									\$2,500.00	\$2,500.00


Special Considerations:

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the General Manager (Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Customer:	RED RIVER STEM
Signature:	 (signature above)
Name:	Dianne Clark (print name above)
Date:	Jul 2, 2021 (date above)

THE LAMAR COMPANIES	This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.	
<u>Patrick Kirton</u> ACCOUNT EXECUTIVE: Patrick Kirton	<u>Keith Berry</u> GENERAL MANAGER	<u>Jul 2, 2021</u> DATE



Shreveport
 1800 Pierre Ave.
 Shreveport, LA 71133
 Phone: 318-221-6115
 Fax: 318-221-6118



CONTRACT # 3657741

Date: 7/28/2021
 New/Renewal: NEW
 Account Executive: Patrick Kirton
 Phone: 318-221-6115

CONTRACTED DIRECTLY BY ADVERTISER	
Customer #	145605-1
Name	RED RIVER STEM
Address	820 CLYDE FANT PKWY
City/State/Zip	SHREVEPORT, LA 71101-3667
Contact	ACCOUNTS PAYABLE
Email Address	sciportED@sciport.org
Phone #	(318) 424-3466
Fax #	(318) 222-5592
P.O./ Reference #	
Advertiser/Product	SCI-PORT DISCOVERY CENTER
Campaign	Opportunity: August 2021

Space										
# of Panels: 5										
Panel # TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
1010 14920196	072-SHREVEPORT, LA	YOUREE DR. E/S 40' N/O E. KINGS	Yes	Digital Poster	10' 0" x 21' 0"		07/31/21-08/27/21	1	\$500.00	500.00
6522 30653325	072-SHREVEPORT, LA	BERT KOUNS N/S 250' W/O KINGSTON FE	Yes	Digital Poster	12' 0" x 25' 0"		07/31/21-08/27/21	1	\$0.00	0.00
6524 30635441	072-SHREVEPORT, LA	LINE AVE E/S S/O MONTROSE FN	Yes	Digital Poster	12' 0" x 25' 0"		07/31/21-08/27/21	1	\$500.00	500.00
6526 30635442	072-SHREVEPORT, LA	E 70TH ST N/S 340' W/O BERT KOUNS FE	Yes	Digital Poster	12' 0" x 25' 0"		07/31/21-08/27/21	1	\$500.00	500.00
6542 30920689	072-BOSSIER CITY, LA	AIRLINE DR. E/S 150' S/O BROWNLEE P1 FN	Yes	Digital Poster	10' 0" x 21' 0"		07/31/21-08/27/21	1	\$0.00	0.00
									Total Space Costs:	500.00

Special Considerations: Bonus pre-empt space is part of a non-profit package.

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solidio with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the General Manager (Officer/Title) of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Customer:	RED RIVER STEM
Signature:	<i>Dianno Clark</i> (signature above)
Name:	Dianne Clark (print name above)
Date:	Jul 29, 2021 (date above)

THE LAMAR COMPANIES

This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

Patrick Kirton
 ACCOUNT EXECUTIVE: Patrick Kirton

Keith Berry
 GENERAL MANAGER

Jul 29, 2021
 DATE



Shreveport
 1800 Pierre Ave.
 Shreveport, LA 71133
 Phone: 318-221-6115
 Fax: 318-221-6118



CONTRACT # 3606430

CONTRACTED DIRECTLY BY ADVERTISER	
Customer #	145605-1
Name	RED RIVER STEM
Address	820 CLYDE FANT PKWY
City/State/Zip	SHREVEPORT, LA 71101-3667
Contact	ACCOUNTS PAYABLE
Email Address	sciportED@sciport.org
Phone #	(318) 424-3466
Fax #	(318) 222-5592
P.O./ Reference #	
Advertiser/Product	SCI-PORT DISCOVERY CENTER
Campaign	Opportunity: May 2021

Space								
# of Panels: 5								
Panel # TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates	# Billin Period
3312 14920234	072-BOSSIER CITY, LA	BARSKDALE BLVD E/S 250' N/O JIMMIE DAVIS	Yes	Digital Poster	10' 0" x 21' 0"		05/06/21-06/02/21	
6524 30635441	072-SHREVEPORT, LA	LINE AVE E/S S/O MONTROSE FN	Yes	Digital Poster	12' 0" x 25' 0"		05/06/21-06/02/21	
6526 30635442	072-SHREVEPORT, LA	E 70TH ST N/S 340' W/O BERT KOUNS FE	Yes	Digital Poster	12' 0" x 25' 0"		05/06/21-06/02/21	
6528 30653326	072-SHREVEPORT, LA	SOUTHFIELD S/S 50' W/O YOUREE	Yes	Digital Poster	12' 0" x 25' 0"		05/06/21-06/02/21	
6543 30920692	072-BOSSIER CITY, LA	AIRLINE DR. E/S 150 ' S/O BROWBLEE P2 FS	Yes	Digital Poster	10' 0" x 21' 0"		05/06/21-06/02/21	

Special Considerations: \$0 is for special promotion

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser he/she is the General Manager (Officer/ of the Advertiser and is authorized to execute this contract.

Customer: RED RIVER STEM

GamePort-e-Game Competition

Conversation with Ian Summers on 10/28/2021

I reached out to contender esports to get the numbers of registrants for each tournament. We only had tournament viewing at Sciport

I'll look it up. It should be between 35-40. It was super well attended.

It wasn't*

We had two events. The contestants pre-registered through a link with contender esports. Our first smash brothers tournament had 54 contestants. The rocket league tournament had about 25. These events were solely created for contender esports.

townsquare

Sci-Port Discovery Center

**Digital Campaign
Report**

July – Sept 21, 2021

Sci-Port Discovery Center

Targeted Display

Delivers banner ads to consumers using data to target consumers based upon who they are, what they purchase or things in which they show online interest. This is a great way to target a very specific consumer to make them aware of a product or service.

Display Campaign only ran the month of July to focus on Game-Port.

Week of July 4th had the highest Click Thru Rate, .22%

The Advanced Audience Targeting had a slightly higher CTR than the Geo Fencing tactic but almost evenly split with 52.44% for Audience and 47.56% for Geo Fencing

Targeted Display Overview

townsquare

40.58K

Impressions

82

Clicks

0.20%

CTR

0

Conversions

Monthly Performance

Date	Impressions	Clicks	CTR	Conversions
Jul 2021	40,577	82	0.20%	0

TARGETED DISPLAY

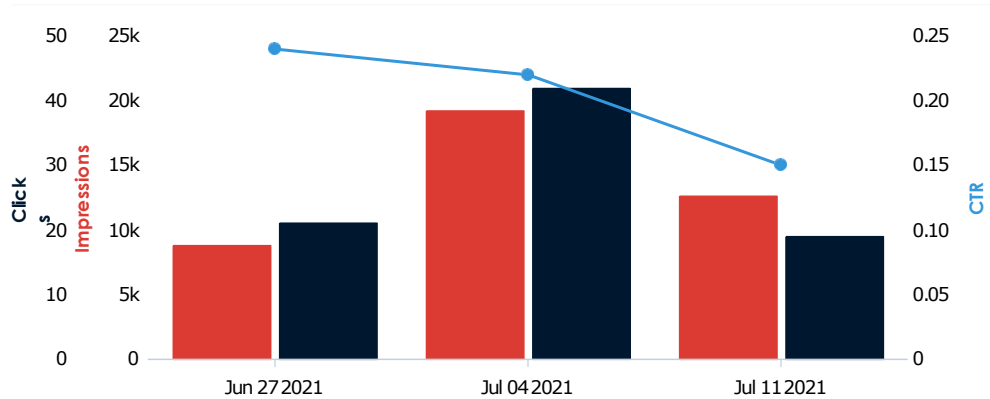
From Jul 01, 2021 to Sep 21, 2021

Weekly Performance

townsquare

Date	Impressions	Clicks	CTR	Conversions
Jul 11 2021	12,608	19	0.15%	0
Jul 04 2021	19,181	42	0.22%	0
Jun 27 2021	8,788	21	0.24%	0

Weekly Performance



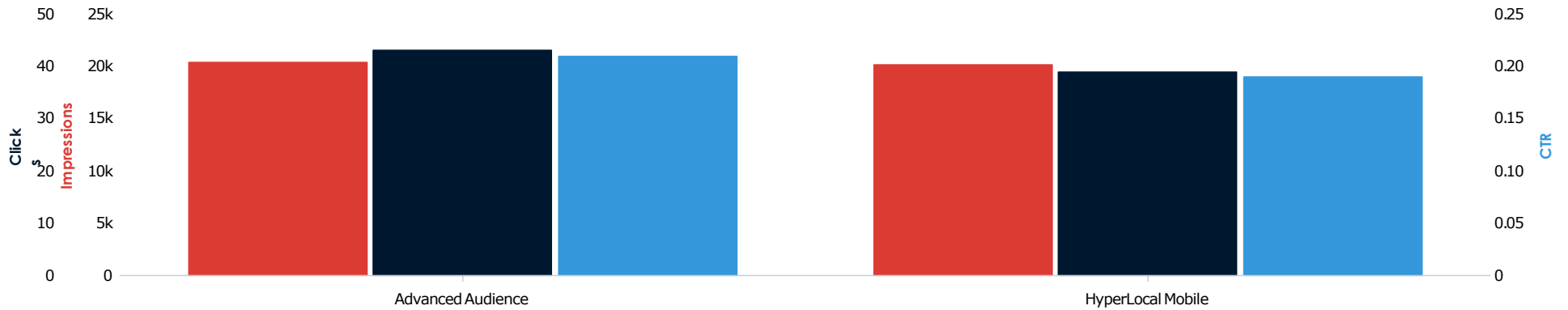
TARGETED DISPLAY

From Jul 01, 2021 to Sep 21, 2021

Tactic Performance

townsquare

Tactic Performance



Tactic Performance

Tactic	Impressions	Clicks	CTR	Conversions
Advanced Audience	20,393	43	0.21%	0
HyperLocal Mobile	20,184	39	0.19%	0

Geo Performance

DMA	Impressions	Clicks
Shreveport LA	76,913	913
Dallas-Ft. Worth TX	2,290	2
Houston TX	523	0
Tyler-Longview(Lufkin & Nacogdoches) TX	471	0
New YorkNY	457	1

TARGETED DISPLAY

From Jul 01, 2021 to Sep 21, 2021

Creative Performance

townsquare

Creative Performance



Creative Performance

Creative Name	Impressions	Clicks	CTR	Conversions
Game Port.gif	40,577	82	0.20%	0

TARGETED DISPLAY

From Jul 01, 2021 to Sep 21, 2021

Targeted Display Creative Preview

townsquare

Creative Name

Preview

Game Port.gif

[View Preview](#)

TARGETED DISPLAY

From Jul 01, 2021 to Sep 21, 2021

Sci-Port Discovery Center

Targeted Video

Delivers :15/:30 second video to consumers using data to target consumers based upon who they are, what they purchase or things in which they show online interest. This is a great way to target a very specific consumer to make them aware of a product or service.

For Q3 so far, there were 50,390k video starts, 22,580 of those watched the video 100%. Click Thru Rate for the campaign is 1.65% is more than 2.5X more than the average CTR of .57%. Video Completion Rate for this campaign is 45%, well above the average of 39.9%

Targeted Video Overview

townsquare



Monthly Performance

Date	Impressions	Clicks	CTR	Conversions	Starts	100% Completes
Sep 2021	13,878	103	0.74%	0	13,526	5,499
Aug 2021	19,242	449	2.33%	0	18,570	8,370
Jul 2021	19,213	312	1.62%	0	18,289	8,710

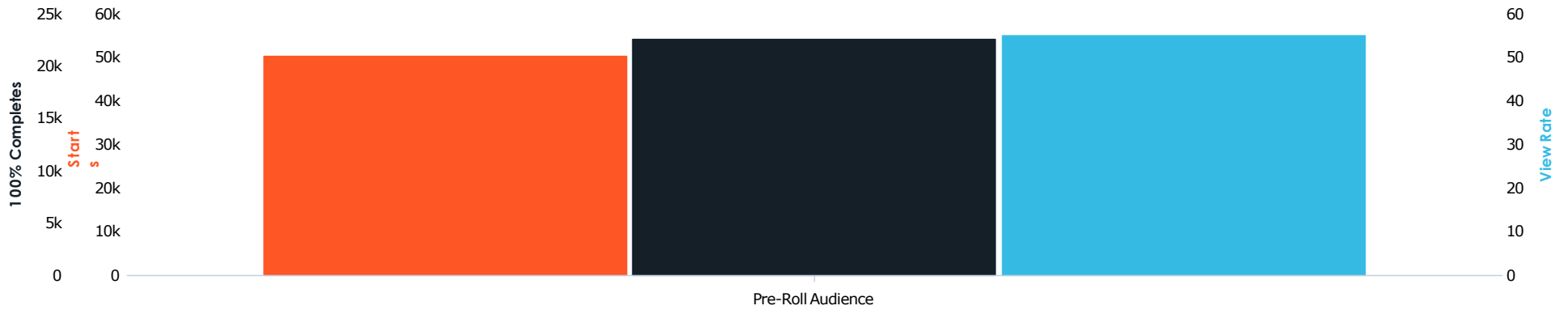
TARGETED VIDEO

From Jul 01, 2021 to Sep 21, 2021

Tactic Performance

townsquare

Tactic Performance



Pre-Roll Audience

Tactic	Impressions	Clicks	CTR	Conversions	Starts	25% Completes	50% Completes	75% Completes	100% Completes	View Rate
Pre-Roll Audience	52,333	864	1.65%	0	50,385	34,692	29,646	26,192	22,579	54.96%

TARGETED VIDEO

From Jul 01, 2021 to Sep 21, 2021

Campaign Performance

townsquare

Campaign Performance



Sci-Port DiscoveryCenter

Campaign Name	Impressions	Clicks	CT R	Starts	25% Completes	50% Completes	75% Completes	100% Completes	View Rate
Sci-Port Discovery Center	52,333	864	1.65%	50,385	34,692	29,646	26,192	22,579	54.96%

TARGETED VIDEO

From Jul 01, 2021 to Sep 21, 2021

Targeted Video Creative Preview

townsquare

Creative Name

Video preview link

Discover.mp4

http://ccdn09.adnxs.com/creative/p/7397/2020/8/13/20402983/0ef06330-28c8-43fa-85dc-567e98be0e29_768_432_500k.webm

TARGETED VIDEO

From Jul 01, 2021 to Sep 21, 2021



Questions?

Thank You!

townsquare



WINNERS
ROUND 02

1

WOLF

2



Makken

2



Asxtral

0



Appl



Reauxshambeaux

sci port
DISCOVERY CENTER



GAME PORT

GAME PORT

sci  port
DISCOVERY CENTER



AppL



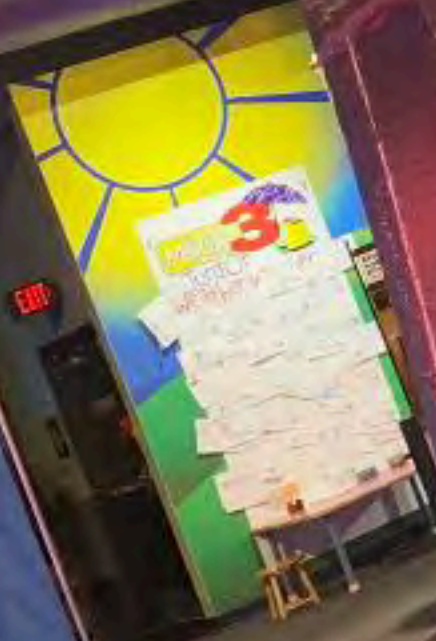
Reauxshambeaux



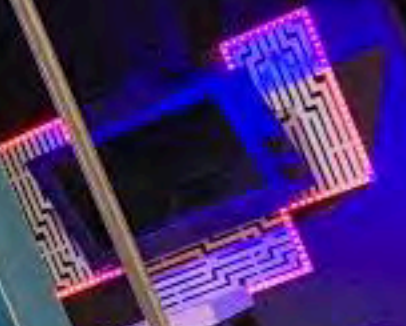
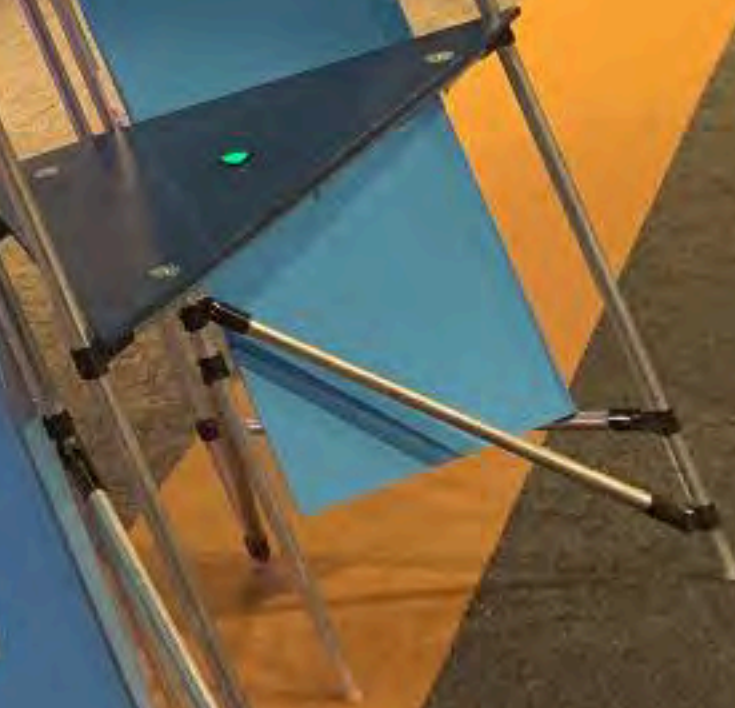
PEGGY & AARON SELBER
SPACE WALK



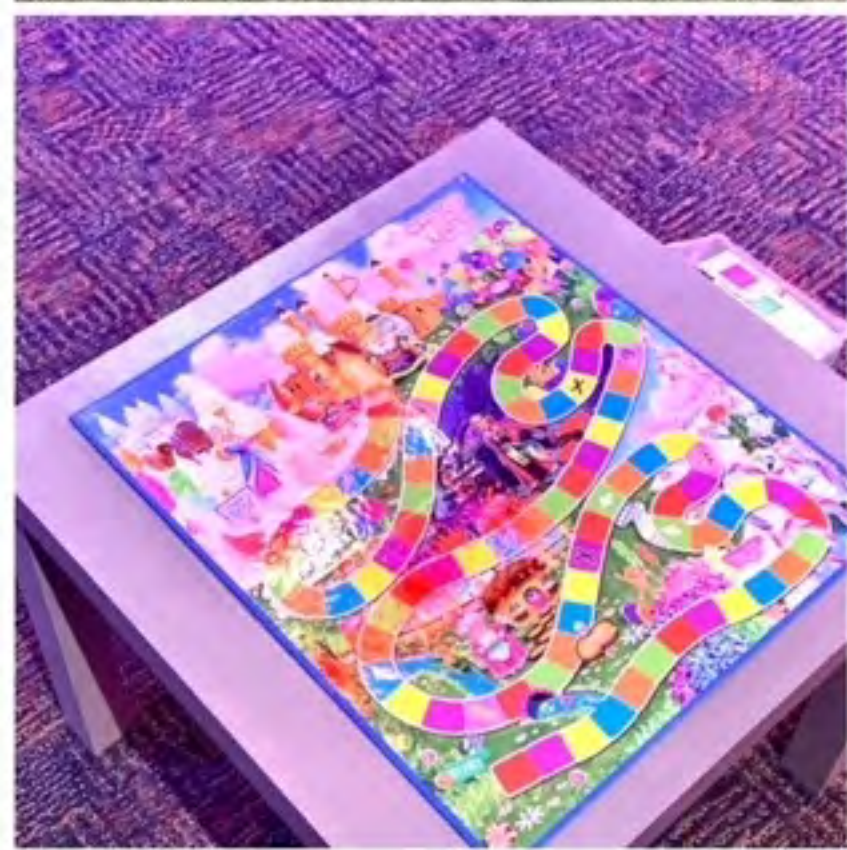
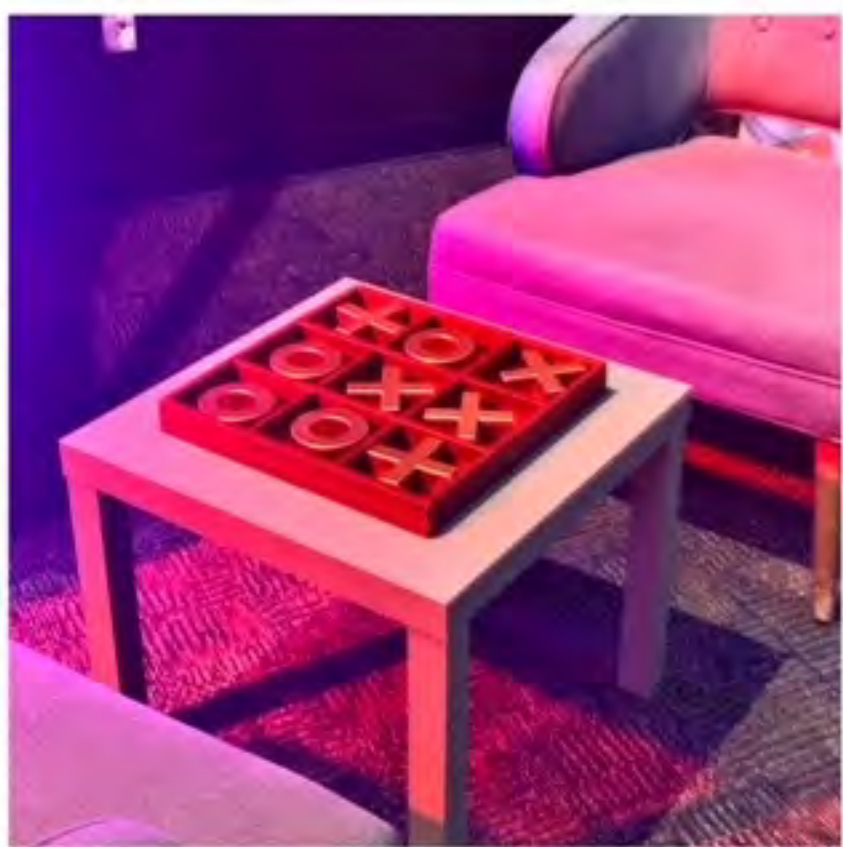
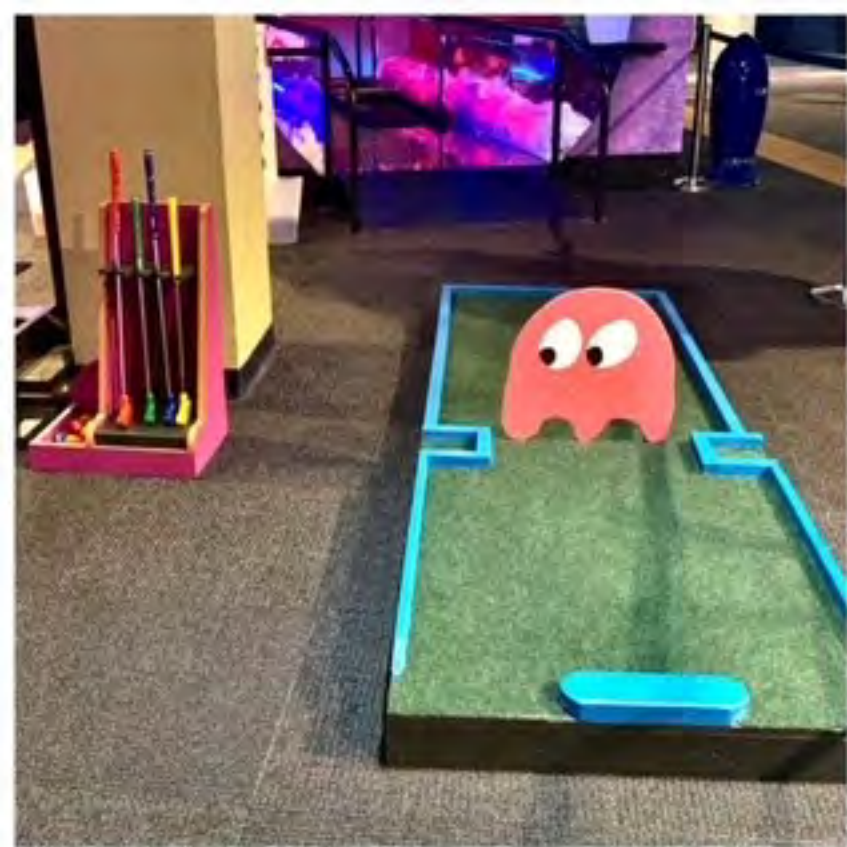
ARCADE



PORT PONG







GAME PORT

Summer Esports Tournaments 2021







GAMEPORT

SPACE WALK

LIFE SAVERS

KEEP
FOOD & DRINK
IN CAFE
ONLY









SAFETY INSTRUCTIONS
1. Please remain seated and hold onto the safety bar.
2. Do not lean over the side of the car.
3. Do not touch the tracks or other parts of the ride.
4. Do not use the restroom during the ride.
5. Do not drink alcohol or use drugs before riding.
6. Do not wear loose clothing or jewelry.
7. Do not use mobile phones or cameras during the ride.
8. Do not get out of the car until the ride has completely stopped.
9. Do not touch the safety bar until the ride has completely stopped.
10. Do not touch the tracks or other parts of the ride.

SHALL...WE PLAY...A GAME?

1930's
 World's first electronic game
 invented by Walter Dillinger
1940
 Commercial game (the debut of the Woody Gator)



1962
 Spacewar! is the first video game to be played on a computer
1972
 Magnavox Odyssey 2000 First home video game console



1977
 Atari 2600 debut
 A home console that featured graphics and sound capabilities, game cartridges that played both programmed games.
1978
 Simon & Schuster introduces



1980
 Pac-Man becomes a pop-culture phenomenon
1984
 Tems released in the Soviet Union



1985
 Nintendo Entertainment System (NES)
 It became successful due to its variety and programming quality, but it also had a large number of failed games.



1988
 Super Nintendo Entertainment System (SNES)
1989
 Nintendo Game Boy becomes the first successful handheld cartridge-based system. Six CDs released



1991
 Collector game premieres
 Sega's Game Gear
1992
 Saturn introduced on Microsoft Windows 3.1



1993
 Doom popularizes the "First Person Shooter" genre
1994
 Sony PlayStation released



1995
 Sega released Saturn system in North America, the first 32-bit console that played games on CDs rather than cartridges
1996
 Pokémon games introduced on Super Nintendo Entertainment System, Game Boy, and Game Boy Advance



1997
 Sony PlayStation 2
1998
 Sony Game Boy Advance



2000
 PlayStation 2
2001
 Microsoft Xbox game console introduced



2003
 Call of Duty debut
2006
 Wii sports games



2011
 Angry Birds
2014
 Oculus Rift VR headset



2016
 Pokémon GO released as an AR mobile game
2017
 Fortnite debut





**SORT OF
SIMON**

PARIS
THE
EXPERIENCE



ALL... WE PLAY... A GAME?

- 1962**
Computer is the first video game to be played on machines.
- 1972**
Magnavox Odyssey 2000 brings a gaming revolution to an entire generation.
- 1977**
Atari 2600 revolutionizes the home console market.
- 1978**
Space Invaders is the first arcade game to be a commercial success.
- 1980**
The first handheld console game, Intellivision, is released.
- 1981**
The first handheld console game, Intellivision, is released.
- 1982**
The first handheld console game, Intellivision, is released.
- 1983**
The first handheld console game, Intellivision, is released.
- 1984**
The first handheld console game, Intellivision, is released.
- 1985**
The first handheld console game, Intellivision, is released.
- 1986**
The first handheld console game, Intellivision, is released.
- 1987**
The first handheld console game, Intellivision, is released.
- 1988**
The first handheld console game, Intellivision, is released.
- 1989**
The first handheld console game, Intellivision, is released.
- 1990**
The first handheld console game, Intellivision, is released.
- 1991**
The first handheld console game, Intellivision, is released.
- 1992**
The first handheld console game, Intellivision, is released.
- 1993**
The first handheld console game, Intellivision, is released.
- 1994**
The first handheld console game, Intellivision, is released.
- 1995**
The first handheld console game, Intellivision, is released.
- 1996**
The first handheld console game, Intellivision, is released.
- 1997**
The first handheld console game, Intellivision, is released.
- 1998**
The first handheld console game, Intellivision, is released.
- 1999**
The first handheld console game, Intellivision, is released.
- 2000**
The first handheld console game, Intellivision, is released.
- 2001**
The first handheld console game, Intellivision, is released.
- 2002**
The first handheld console game, Intellivision, is released.
- 2003**
The first handheld console game, Intellivision, is released.
- 2004**
The first handheld console game, Intellivision, is released.
- 2005**
The first handheld console game, Intellivision, is released.
- 2006**
The first handheld console game, Intellivision, is released.
- 2007**
The first handheld console game, Intellivision, is released.
- 2008**
The first handheld console game, Intellivision, is released.
- 2009**
The first handheld console game, Intellivision, is released.
- 2010**
The first handheld console game, Intellivision, is released.
- 2011**
The first handheld console game, Intellivision, is released.
- 2012**
The first handheld console game, Intellivision, is released.
- 2013**
The first handheld console game, Intellivision, is released.
- 2014**
The first handheld console game, Intellivision, is released.
- 2015**
The first handheld console game, Intellivision, is released.
- 2016**
The first handheld console game, Intellivision, is released.
- 2017**
The first handheld console game, Intellivision, is released.
- 2018**
The first handheld console game, Intellivision, is released.
- 2019**
The first handheld console game, Intellivision, is released.
- 2020**
The first handheld console game, Intellivision, is released.
- 2021**
The first handheld console game, Intellivision, is released.
- 2022**
The first handheld console game, Intellivision, is released.
- 2023**
The first handheld console game, Intellivision, is released.
- 2024**
The first handheld console game, Intellivision, is released.





MEGA

Did you know?

MEGA

See yourself live!

Sciport
DISCOVERY CENTER

GAME
PORT





sci-fi port
GAME PORT
2021

sci-fi port
GAME PORT
2021

sci-fi port
GAME PORT
2021

BRICKS
B...