



- Research
- Analysis
- Strategy
- Implementation

701 N. 1st St.  
Phoenix AZ 85004  
■  
(303) 385-8515

100 Fillmore St., 5th Fl.  
Denver CO 80206  
■  
keenindependent.com



## **KEEN INDEPENDENT CADDO DISPARITY STUDY NOTICE TO PUBLIC, TOWN HALL**

**Come provide input on the 2022 Caddo Disparity Study**

**Town Hall on Friday, May 6**

**11:00 am to 1:00 pm CDT**

**The Skybox at Independence Stadium  
3301 Pershing, Shreveport, LA 71119**

The Town Hall will include a presentation and public comment period  
Refreshments will be served

### **About the Disparity Study**

Caddo Parish, the City of Shreveport and Caddo-Bossier Parishes Port Commission engaged Keen Independent Research to analyze whether there is a level playing field for minority- and woman-owned firms and other small businesses in the local marketplace. The study team examined conditions in the construction, professional services, goods and other services industries, with a focus on locally funded contracts.

“The City of Shreveport continues making tremendous strides in creating opportunities for local businesses to grow and thrive in our community,” said Shreveport Mayor Adrian Perkins. “We are committed to working with Keen Independent Research to ensure that we reach our goal of producing more possibilities for disadvantaged businesses and equipping them with the resources and tools that are needed for them to succeed.”

“The Parish of Caddo is committed to fostering equitable and accessible opportunities for business,” said Caddo Parish Administrator Dr. Woody Wilson Jr. “We are excited to work with Keen Independent Research to analyze the current climate and uncover impediments or barriers to access to our community’s businesses, and implement best practices and strategies to improve the playing field for all,” said Wilson.

“The Port of Caddo-Bossier has made it a priority for minority-owned and women-owned businesses to have equal opportunity to compete and participate in the bidding process for projects and services at the Port,” said Executive Port Director Eric England. “The Caddo-Bossier Port Commission created the Minority and Women Owned Business Program to ensure equal opportunities. We will continue our ongoing efforts to increase minority and women-owned business participation, as we consider it to be an essential part of growing our local economy.”

“The Port of Caddo-Bossier appreciates the analysis by Keen Independent Research,” said Eric England, Executive Port Director. “We will use this information moving forward in hope of increasing minority and women-owned business participation, which has been a goal of the Caddo-Bossier Port Commission through our Minority and Women Owned Business Program and database.”

The disparity study analyzed marketplace conditions and disparities in participating entities’ contracting, as well as insights from interviews and surveys with business owners and trade associations. Based on study results, the study team is recommending modifications to strengthen existing small business programs.

Study website: [www.keenindependent.com/caddodisparitystudy2022](http://www.keenindependent.com/caddodisparitystudy2022)

## **Study Team**

Keen Independent Research is a national economic consulting firm that has directed more than 140 disparity studies for clients including the City of New Orleans, the City of Baton Rouge and the City of Alexandria, Louisiana. The study team includes Scroggins Consulting of Shreveport, Louisiana; Customer Research International in San Marcos, Texas; and Holland & Knight in Atlanta, Georgia.

## **Please RSVP by Thursday, May 5**

[caddodisparitystudy2022@keenindependent.com](mailto:caddodisparitystudy2022@keenindependent.com) or (318) 433-9540