

## I-Bowl impact

Written by Chris Jay  
Friday, 21 December 2012 16:25 -

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### *Independence Bowl brings in money, visitors to Bossier*

Friday will see an annual holiday tradition literally kick off in Shreveport-Bossier with the AdvoCare V100 Independence Bowl.

The 2012 edition between the Ohio University Bobcats and University of Louisiana at Monroe Warhawks is set for Friday, Dec. 28, at 1 p.m.

Beyond the game itself, there is a lot of excitement over what the I-Bowl brings to the community.

Specifically, the game is a showcase for Shreveport-Bossier and brings in visitors who inject money into the local economy.

The last economic impact study was conducted in 2006 by the Shreveport Convention and Tourist Bureau and the LSU-Shreveport Center for Business and Economic Research. However, the study may still have relevance due to the teams' proximity to Shreveport-Bossier being similar to that of this year's matchup.

Out of town visitors to the Dec. 27, 2005 bowl game spent \$3.1 million and overnights made up 80 percent of that group. Each overnights spent roughly \$217 during their stay.

Applying the US Bureau of Economic Analysis multiplier resulted in a total economic impact of \$5.7 million.

For visitors to this year's game can expect a cultural crossroads where two great American heritages blend.

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Shreveport-Bossier is equally influenced by the Cajun and Creole traditions of Louisiana and the wide-open, independent spirit of Texas.

Here are five essential Bossier experiences that no fan should miss out on while visiting the area:

1. **Get a Taste of Louisiana Seafood** — Louisiana is known for fresh, delicious seafood and Bossier has New Orleans-style po-boys at Kim's Seafood and Po-Boy, 901 Benton Rd., Bossier City. For fine dining, visit John's Steak and Seafood at 2151 Airline Dr., Bossier City.
2. **Hit the Casinos for 24-Hour Riverfront Fun** — Bossier City's riverboat casinos and horseracing track at Harrah's Louisiana Downs (8000 East Texas St., Bossier City) lend 24-hour excitement to the region's entertainment offerings. In Bossier City, Horseshoe Casino & Hotel can be found, along with Boomtown Casino & Hotel and DiamondJacks Casino and Resort. All casinos offer 24-hour gaming action, a variety of restaurant options, and more.
3. **Experience Local Night Life** — Another well-known element of life in Louisiana is the unique and vibrant culture to be found in nightclubs, bars and other music venues. Especially for country music fans, Bossier City's Rockin' Rodeo (1003 Gould Dr., Bossier City) is a favorite spot for dancing.
4. **Shop 'Til You Drop** — One of the most popular shopping destinations in Shreveport-Bossier is The Louisiana Boardwalk (540 Boardwalk Blvd., Bossier City), a riverfront lifestyle and shopping center featuring more than 60 retail and outlet shops including a giant Bass Pro Shops Outdoor World. The Louisiana Boardwalk will host the Independence Bowl Pep Rally, featuring team mascots, cheerleaders and Mardi Gras floats, at 5 p.m., Thursday, Dec. 27.
5. **Family Fun** — Traveling with family? Located on the Shreveport riverfront, Sci-Port: Louisiana's Science Center (820 Clyde Fant Pkwy., Shreveport) was recently selected by Parents magazine as one of the "Top 10 Science Centers in the U.S." Now through January 20, 2013, Sci-Port is hosting the blockbuster traveling exhibit "Titanic: The Artifact Exhibition."

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For a complete calendar of things to see and do in Shreveport-Bossier, visit [www.shreveportbossierfunguide.com](http://www.shreveportbossierfunguide.com) or [www.shreveport-bossier.org](http://www.shreveport-bossier.org).