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Caddo, Bossier & DeSoto MSA Ranks Fourth in Nation



SHREVEPORT-BOSSIER, LA— For the first time ever, the Shreveport-Bossier MSA broke into the top ten in national economic development rankings, according to Site Selection magazine. The Shreveport-Bossier MSA, which includes Caddo, Bossier and DeSoto Parishes, ranks fourth in the nation among metropolitan areas with populations between 200,000 to 1 million. The ranking was released today by Site Selection, which annually calculates the Top Ten Metro Areas and the Top Ten States in the Nation.

"I am very proud and encouraged to hear that

Shreveport-Bossier is moving up the national rankings for this reputable business publication. We already know the value of working together to promote our area in terms of being a desired destination for businesses, but it's rewarding to see other experts sharing that viewpoint as well," said Shreveport Mayor Cedric Glover.

Site Selection, the oldest publication in the corporate real estate and the economic development fields, calculated the rankings based on the number of new and expanded facilities for an area, as tracked by its "New Plant Database." The ranking is considered by corporate real estate analysts as "the industry scoreboard." The Shreveport-Bossier MSA earned its fourth place finish with 26 economic development projects among Tier Two Metros.

"This ranking is very complimentary of our area and is certainly reflective of the kind of economic development we've seen in Bossier City in recent years. We've experienced a tremendous amount of growth particularly with the Cyber Innovation Center, the retail sector and the hospitality industry, and it is my hope that this national recognition will result in even more industry coming to Bossier City and Shreveport," said Mayor Lorenz Walker, Bossier City.

Site Selection's "New Plant Database" focuses on new corporate locations or expansion projects, which have significant impact. The projects included in the database must meet at least one of the three criteria: a capital investment of at least \$1 million; job creation of at least 50 jobs; or an addition of at least 20,000 square foot of new space.

"This move up in the MSA rankings clearly proves that our working together for the common good of economic development in Caddo-Shreveport, Bossier-Bossier City, and Desoto Parish areas is coming to fruition. Our

continued collective efforts toward economic development increases my optimism of an even brighter future for our areas," said Ken Epperson Sr., President, Caddo Parish Commission

Bossier Parish Police Juror Bill Altimus echoes those sentiments.

"Today is the culmination of a lot of work done by a lot of different agencies and people. Governor Bobby Jindal and Louisiana Economic Development Secretary Stephen Moret and his team have done a tremendous job in making the State extremely attractive to business. The Legislature has also worked hard to pass various laws, incentives and funding to make economic development possible," said Bill Altimus, Bossier Parish Police Juror.

"DeSoto Parish is an important part of the Metropolitan Statistical Area. The oil/gas activity from the Haynesville Shale has continued to bolster the regional economy," said Reggie Roe, DeSoto Parish Police Juror and board member of the North Louisiana Economic Partnership, NLEP.

NLEP takes a regional approach to economic development, promoting the 14-parish region of North Louisiana to prospective companies interested in moving or expanding in our region.

"This jump in our economic development ranking proves this region is on the right track," said Kyle McDonald, volunteer NLEP co-Chair. "As business leaders, we've worked hard to position our area for growth. This is why I got involved in economic development and NLEP. I want to see communities and families across North Louisiana prosper and find opportunities."

"We are very proud of this first for the Shreveport-Bossier MSA," said Roy Prestwood, NLEP Treasurer. "I believe this success stems from the hard work of our community leaders and our state and local economic development partners, such as Louisiana Economic Development."

The ranking was announced at a news conference today at InterTech Science Park, held by NLEP in conjunction with area leaders. On hand to celebrate the good news were Rep. Barbara Norton; Rep. Roy Burrell; Shreveport Mayor Cedric Glover; Caddo Commission President Ken Epperson, Sr.; Bossier Police Juror Bill Altimus; DeSoto Police Juror Reggie Roe; Chief Administrative Officer Cliff Oliver, Bossier City; Jack Sharp, Biomedical Research Foundation; NLEP investors and board members: Roy Prestwood, Heard McElroy & Vestal; Frank Crockett, AEP SWEPCO; Mickey Prestridge, Red River Waterway Commission; Eric Barkley, CenterPoint Energy; Jim Hagan, Balar Associates; Linda Biernacki, Fire Tech Systems; John Freeman, CLECO Power; and Matt Bailey and Rod Richardson with the City of Shreveport.

The State also earned a first ever, top ten finish in Site Selection's 2010 Governor's Cup, placing third with 347 projects. Nine other metropolitan and micropolitan areas in Louisiana also placed in the top ten of their respective population categories, including the Monroe-West Monroe MSA which finished Fourth in Tier Three Metros (populations less than 200,000).

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