

1 WHEREAS, the festival highlights African-American culture, arts, and
2 entrepreneurship, providing opportunities for businesses to thrive while also benefitting the
3 community as a whole; and

4 WHEREAS, the festival is the sound of the city, attracting thousands of visitors and
5 leading to increased spending on accommodations, dining, and entertainment, which creates
6 jobs and supports local businesses; and

7 WHEREAS, the festival also highlights local restaurants which are the heart and soul
8 of the community where people share time and conversation over meals prepared by local
9 chefs who have that Southern Soul flair; and

10 WHEREAS, these restaurants are residual beneficiaries of what Southern Soul
11 continues to bring to the city of Shreveport; and

12 WHEREAS, the continued growth of the festival has produced a corresponding
13 increase in its economic impact on the city of Shreveport; and

14 WHEREAS, Shreveport intends to capitalize on this sustained growth through a
15 Southern Soul initiative to enhance tourism, hospitality, entertainment, the small business
16 ecosystem, and the Shreveport Regional Airport; and

17 WHEREAS, Southern Soul has also been the backdrop of athletic events like the Red
18 River Classic, highlighting Historically Black Colleges and Universities athletic talent; and

19 WHEREAS, during these events, university bands are front and center drawing
20 inspiration from the music to entertain and inspire; and

21 WHEREAS, music has been the soundtrack to many movements across the country
22 and Southern Soul has become the soundtrack to Shreveport's movement toward sustained
23 economic prosperity; and

24 WHEREAS, Shreveport has a bold vision to market the Southern Soul experience
25 and welcome people from across the country to visit the city and celebrate its rich music
26 culture while simultaneously providing an economic boost to the region; and

27 WHEREAS, through Southern Soul, the city of Shreveport plans to pursue the
28 creation of a Southern Soul museum to recognize the worthy contributors to the genre; a
29 Southern Soul Recording Academy to recognize excellence in the recording arts and to
30 ensure that music remains an indelible part of our culture; an exhibit to be placed at the

1 Shreveport Regional Airport to remind travelers that they are located in the city that
2 originated Southern Soul; a Shreveport Street Walk of Fame to honor and celebrate the city's
3 rich music history; downtown Southern Soul inspired murals to promote cultural expression
4 and facilitate community engagement; and a local Southern Soul history month to raise
5 awareness of the importance of this music genre's importance to the city, along with the
6 establishment of a framework for city and parish incentives for the historic preservation of
7 the arts.

8 THEREFORE, BE IT RESOLVED that the House of Representatives of the
9 Legislature of Louisiana does hereby urge and request the city of Shreveport to partner with
10 certain enumerated entities to advance the Southern Soul City initiative.

11 BE IT FURTHER RESOLVED that the chair of the Southern Soul Foundation will
12 partner with the city of Shreveport, the parish of Caddo, the Shreveport Regional Airport,
13 the Shreve Memorial Library, the Shreveport-Bossier Sports Commission, visit Shreveport-
14 Bossier tourism, and the Department of Culture, Recreation and Tourism on these endeavors
15 no later than October 2026, to create an annual phase system to ensure the success of the
16 Southern Soul City initiatives.

17 BE IT FURTHER RESOLVED that the president of the Southern Soul City
18 Foundation, with assistance from the governing authority of the city of Shreveport, shall
19 provide a written annual phase report to the commissioner of the Department of Culture,
20 Recreation and Tourism by October first of 2026, 2027, and 2028, providing details on
21 progress made on the Southern Soul City initiatives.

22 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
23 mayor of Shreveport, the chair of the board of directors of the Shreveport-Bossier African
24 American Chamber of Commerce, the chairman of the board of directors of the Shreveport
25 Regional Airport, the president of the board of control of the Shreve Memorial Library, the
26 vice president of business development of the Shreveport-Bossier Convention and Tourist
27 Bureau, the Shreveport-Bossier Sports Commission, and the commissioner of the
28 Department of Culture, Recreation and Tourism.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HR 223 Engrossed

2026 Regular Session

Walters

Urges and requests the city of Shreveport to partner with certain enumerated entities to advance the Southern Soul City initiative. Requires the Southern Soul City Foundation provide a written annual phase report to the commissioner of the Dept. of Culture, Recreation and Tourism by Oct. 1st of 2026, 2027, and 2028, providing details on progress made on the Southern Soul City initiatives.