



# FAIR SHARE MATTERS

## GO

FOCUS ON SKILLS

## GROW

BUILD CAPACITY

## COMPETE

PARTICIPATE & INVEST

### Our Motto:

**GO — Focus on skills improvement and training**

**GROW — Maximize potential and build capacity**

**COMPETE — Be consistent, participate, network and reinvest into your business and community**

### NOTE FROM THE DIRECTOR

As the year ends, The Office of Fair Share has captured the attention of citizens, leaders, and entrepreneurs throughout the city and other state agencies. We attribute the program's success to a dedicated team, quality standards, and collaborative endeavors. Quierra and I are extremely proud of the triumphs of the local, small business community. Our small businesses have taken the motto go, grow, and compete to another level. We have had immense success with the participation of our Lunch & Learn events, professional development trainings, and Mix & Mingle networking session to form a holistic approach to achieving intellectual capacity building and business growth.



Leon Wheeler  
Fair Share Director

*With heartfelt appreciation to all City Directors and Fair Share Liaisons for your dedicated support and expertise. Your support has been invaluable. "It truly takes a Village..."*

### NOTE FROM THE MAYOR

**"Alone we can do so little; together we can do so much."**

**Hellen Keller**

As we look ahead to 2025, Shreveport is embracing a unified vision of growth and collaboration. Together, we have the opportunity to strengthen our local economy by fostering partnerships that bring businesses, organizations, and individuals together. The Fair Share Program will play a key role in this effort, serving as a bridge to connect small, minority, and women-owned businesses with opportunities that create lasting impact. By working hand in hand, we can make 2025 a year of unprecedented progress, innovation, and prosperity for all in Shreveport.



Mayor Tom Arceneaux  
City of Shreveport

# FAIR SHARE CORNER

## MISSION

Advocate for small, disadvantaged, women and minority-owned businesses to achieve greater access to procurement opportunities, as well as provide resources for business empowerment and growth.

## GOAL

To eliminate barriers and enhance economic development in the area through business growth and expansion.

## WEBSITES

### **Fair Share Application**

<https://www.shreveportla.gov/138/Fair-Share>

### **Online Directory**

<https://www.shreveportla.gov/2613/Directory>

### **Bids/RFPs**

<https://www.shreveportla.gov/140/Bids-RFPs>

### **Vendor Application**

<https://www.shreveportla.gov/DocumentCenter/View/20813/06072022---Vendor-Application-Packet-June-2022>



## HOW TO BECOME FAIR SHARE CERTIFIED

All businesses interested in becoming Fair Share certified are required to complete an application and provide all supporting documents (resume, driver's license, certificate of occupancy and occupational license, copies of last three years business and personal tax returns, Louisiana Secretary of State Certificate, bank signatory letter, and personal and business net worth statement.

## REMEMBER

Owning a business offers a unique career path that allows for creative flexibility and the ability to be your own boss. All business owners need to create a business plan and a budget – over-estimate expenses and underestimate income to be prepared for unexpected costs. Always prioritize your agenda for the day and be persistent. First are urgent items that require immediate attention and are necessary to keep your business up and running. Next are the important tasks that are vital to the business' long-term success but may not need to get done right away. Look at the big picture, the overall success instead of the minor pitfalls – that's what will keep you moving forward.

## WHEN TO APPLY FOR RECERTIFICATION

All Fair Share clients are required to recertify every three years on or before their anniversary date. Request an application by email to the Fair Share Department

[Quierra.Coleman@shreveportla.gov](mailto:Quierra.Coleman@shreveportla.gov)

# FAIR SHARE CORNER

## FAIR SHARE TIPS

- To be responsible and/or responsive, contractors and service providers must make good-faith efforts to meet the 25 percent goal. The Fair Share directory must be utilized, and contacts must be documented on Fair Share Form 3 (Contact Sheet).
- Submit FSC Form 2 (Utilization) showing all subcontractors to be used on the contract and any changes.
- FSC Form 4 (Letter of Intent) must be provided and signed by each Fair Share Client along with the scope of work to be performed and price/cost of goods or services to be performed.
- The Letter of Intent (FSC Form 4) must be submitted within 72 hours of the bidder designated as the apparent lowest provider bidder or his/her bid will be declared non-responsive.
- Failure to submit these documents shall make a bid non-responsive and rendered ineligible to receive an award of the contract.
- If you bid on a project and do not receive an award notice, please contact the prime to introduce yourself, identify your services, and explain how your company can collaborate/ subcontract on the current and future projects.

## Tap In: Social Networking Events & Opportunities

THE UNIVERSITY OF FAIR SHARE  
*Presents*

HOW TO ESTIMATE  
A SCOPE OF WORK

*"How to Bid"*

COMING  
SOON

2025



# THE UNIVERSITY OF FAIR SHARE

The Office of Fair Share is a rare gem that all business owners in the City of Shreveport should be tapped into. The City of Shreveport has done what most metropolitan cities have yet to do. The Office of Fair Share has partnered with Southern University of Shreveport in offering a six-week business development program. This a rigorous program with the intent of providing information that will assist in knowledge, capacity building, and personal growth.



**FAIR SHARE CLIENTS ONLY**

## THE UNIVERSITY OF FAIR SHARE

**2025** CLASS TIME: 6PM-8PM

February 6	Managing Risk for Your Business
February 13	Incorporating Health & Wellness in Your Daily Business
February 20	Business Law
February 27	The Art of Networking
March 6	Business Accounting
March 13	Marketing & Branding Your Business

**GRADUATION - MARCH 20 @ 6PM**

SUSLA Metro Center  
610 Texas St  
Shreveport, LA 71101



[LEARN MORE](#)

Call: 318.673.5017

Email: [Quierra.Coleman@shreveportla.gov](mailto:Quierra.Coleman@shreveportla.gov)

**Fair Share Clients  
Sign Up Today  
While Spots Are  
Available**

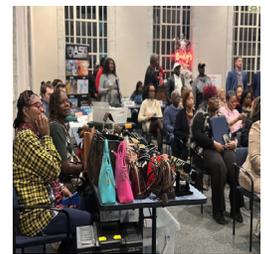


# 2024 MILESTONES

## 2024 Accomplishments

- The Office of Fair Share hosted its first 6 week business development course under the name of The University of Fair Share. This program ensures all Fair Share businesses are provided with a holistic approach to training, capacity building, capital formation, and technology.
- The Office of Fair Share continued the On-Demand & Bulk Waste Services — Both projects are between the Office of Fair Share, Water & Sewer, and Public Works departments; established to empower disadvantaged businesses by helping them build their organization, expand their capabilities, and compete for larger prime contracts.
- Love My Neighborhood Initiative — The Office of Fair Share and Fair Share business owners volunteered their time and resources to address the housing conditions of seniors, the disabled, and veterans in the local communities.

The Fair Share program was instituted in 1999 with a 25% goal for small disadvantaged, women, and minority owned businesses. The vision of Fair Share program is to provide an accessible system to strengthen the disadvantaged business network and level the playing field for underutilized businesses through engagement and inclusion.





THE OFFICE OF FAIR SHARE

COMING  
SOON



COMING  
SOON

# LUNCH & LEARN

## June 2025

*Come Enjoy Food, Fun  
& Networking*

Spaces are limited and will be allocated on a first-come basis

FOR MORE INFORMATION CALL 318. 673.5017