

Simmons Sporting Goods receives the 2010 “Johnny Parrino” Economic Development Award as recognition of accomplishments and contribution to the community. The Parrino Award was created to remember the contributions of Mr. Parrino and recognize the success of area businesses. The Award is given each year at the Morehouse Economic Development Corporation’s Annual Membership Breakfast which was held on October 27th.

Jeff Simmons started the business in 1983, at the age of 23. Graduating from NLU (now ULM) in 1982 he had a strong desire to return to his home town of Bastrop. Jeff and two friends started the business with personal money and a small loan. The first year he paid his friends back and the business was now completely owned by the Simmons. Robin also a graduate of NLU, worked outside of the business in the early years to provide additional financial support to expand inventory. In fact the store has continued to expand with seven additions to its current impressive 70,000 square feet of retail space filled with high quality sporting goods. The store has focused on supplying the needs of regional hunters and promotion of area hunting. Aggressive market has paid off and proves that small town retail can be successful.



Jeff has become the promoter for the store and has appeared on numerous TV and Videos with popular outdoor and hunting celebrities. Robin now works full time in the store doing whatever need to be done. Daughter Lindsey has recently returned to work the family business. She graduated from LSU in marketing in 2003. Son, Hunter will graduate from Louisiana Tech University in 2011 and plans to return to Bastrop to work in the family business. The store employs an additional thirty to forty people depending on seasonal demands.

The business promotes community and regional events such as the annual “Big Buck Contest” and “Summer Tent Sale” which draw huge crowds into Bastrop. While economic impact to the community is difficult to measure, dollars generated are without a doubt significant to the economic health of the area.

Jeff and Robin Simmons are true entrepreneurs and have worked to create a family owned business with quality service and keen insight into their customer’s needs.

Previous Winners of “Johnny Parrino” Economic Development Award

2009 – [Bastrop Tank Wash](#), Tina and Michael Brown

2008 – [Jireh Plastics & Assemblies, LLC](#), Tim Daniels

2007 – Mr. John Bond, former Mayor of Bastrop and one of the founders of MEDC. His wishes were that the award be named after Johnny Parrino, a friend and area business owner who worked to bring many businesses to the Morehouse Parish area.