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Lubbock Lands *Forbes*' List of 19 Opportunity Cities in the United States

(LUBBOCK) – Lubbock ranks No. 7 on *Forbes*' list of 19 Opportunity Cities, published today on Forbes.com. Additional cities include Columbus, Ohio and Rochester, N.Y., and the only other Texas cities are Amarillo and El Paso. The full list of Opportunity Cities focuses explicitly on core urban areas—cities—rather than the often-used Metropolitan Statistical Areas (cities and their surrounding suburbs).

To determine the list of cities, *Forbes* searched for places with inexpensive home prices, using Sperling's analysis of median home sales from the first quarter of 2014, looking at all cities with a population over 150,000. In addition, they looked at recent unemployment rates from the Bureau of Labor Statistics, also factoring in their direction year-over-year. Finally, using data from the Census' American Community Survey from 2008 to 2012 (the most recent available), *Forbes* factored in population growth overall, as well as the 25-39-year-old cohort, a group they consider likely to move (or for that matter, stay put) for opportunities.

“It's easy to see why Lubbock landed on this list,” John Osborne, president and CEO at LEDA, said. “We are the second-largest city between I-35 and the front range of the Rockies, we sit next to one of the largest oil plays in the U.S., we have a Tier 1 research institution in Texas Tech University and we have one of the fastest growing medical schools in Texas Tech University Health Sciences Center. There are many reasons why people want to stay in or move to Lubbock, and that gives businesses many opportunities to grow.”

The *Forbes* article stats that for the most part, the cities on the Opportunity Cities list fall into two categories: examples of urban decline that are trying, with varying degrees of success, to turn a corner, where urban real estate can be had on the cheap; and Midwestern or Southern cities where real estate has always been cheap, and civic efforts have focused on improving the array of amenities as well as the business climate.

To read the full article, follow this link: onforb.es/1r3Is34.

About LEDA

Since its inception in 2004, LEDA has assisted 129 companies with their expansion or relocation to Lubbock. These companies committed to creating 5,717 jobs and investing more than \$417 million in new capital improvements that have resulted in \$6.6 billion in cumulative economic impact to the Lubbock area.

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