

THE LUBBOCK REPORT

QUARTERLY RESULTS & TRENDS FOR MANAGEMENT DECISION MAKING

QUARTER 1
September - November 2015



Dear Valued Partner,

LEDA, Visit Lubbock and Lubbock Sports are excited to begin a new fiscal year and can't wait to share what we have been working on and plan to tackle in the near future. To sum up recent efforts, please take a look below:

- Workforce development is a strong focus of LEDA's and our goal is to attract a talented and skilled workforce that meets the needs of Lubbock's current and future business and industry. We are excited to announce a new marketing campaign geared toward former Lubbock college graduates and residents. Developed based on the need to attract highly skilled technical workers, the campaign features an interactive website, digital advertising, editorial stories in the Texas Tech University Alumni publication, The Texas Techsan, and video interviews showcasing Lubbockites who started out in big cities but ventured back to Lubbock for a better quality of life. Check out the new website here: return2lkb.org.

- LEDA's Business Retention department has been busy meeting with existing Lubbock companies to see how LEDA can further assist in their expansion needs. During the first quarter, Kenny McKay, director of business retention for LEDA, visited with 109 companies.

- If you haven't seen already, Visit Lubbock recently launched a new leisure marketing campaign focused on four distinct areas of interest to visitors. So far, the Marketing & Communications Team has launched two ads, one which highlights Lubbock's wine scene and the other which focuses on Lubbock's vibrant art scene. Be on the lookout for the remaining two ads later this year. Check out the custom landing pages for each category at visitlubbock.org/wine and visitlubbock.org/art.

- We're thrilled to welcome a new board member to the LEDA and Market Lubbock, Inc. Boards, Ms. Regina Johnston of Robison, Johnston and Patton. On behalf of the LEDA and Market Lubbock staff, we are excited to begin working with Ms. Johnston on future organization endeavors.

As always, please feel free to forward the Lubbock Report to any interested colleagues and friends. To add your name to the distribution list, please email alysa@visitlubbock.org. Thank you for your continued support of LEDA and Visit Lubbock.

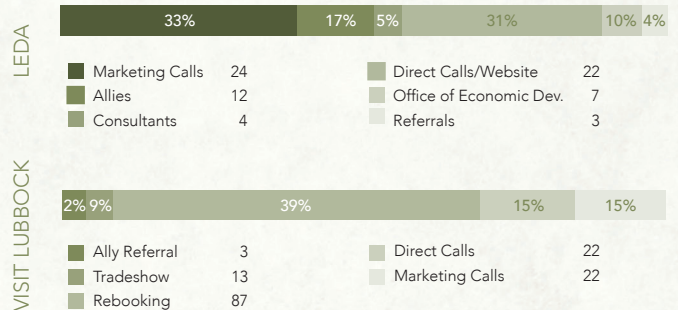
Sincerely,

President & CEO, LEDA & Market Lubbock, Inc.

NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL



LEDA

PROSPECTS BY NAICS CODE

Code	Description	Number	Percent
311	Food Manufacturing	6	8%
312	Beverage and Tobacco Product Manufacturing	1	1%
313	Textile Mills	4	6%
321	Wood Product Manufacturing	1	1%
322	Paper Manufacturing	2	3%
325	Chemical Manufacturing	2	3%
326	Plastics and Rubber Products Manufacturing	1	1%
331	Primary Metal Manufacturing	1	1%
332	Fabricated Metal Product Manufacturing	1	1%
333	Machinery Manufacturing	5	7%
334	Computer and Electronic Product Manufacturing	1	1%
336	Transportation Equipment Manufacturing	1	1%
339	Miscellaneous Manufacturing	18	25%
423	Merchant Wholesalers, Durable Goods	5	7%
424	Merchant Wholesalers, Nondurable Goods	4	6%
524	Insurance Carriers and Related Activities	1	1%
518	Data Processing, Hosting & Related Services	2	3%
541	Professional, Scientific and Technical Services	8	11%
551	Management of Companies and Enterprises	3	4%
561	Administrative and Support Services	5	7%

VISIT LUBBOCK

PROSPECTS BY MARKET

Market	Number	Percent
Association	17	22%
Corporate	3	4%
Education	12	16%
Government	4	5%
Military	6	8%
Other	4	5%
Religious	24	32%
Reunion	1	1%
Social or Fraternal	3	4%
Wedding	2	3%

PROSPECTS BY SPORT

Market	Number	Percent
Basketball	7	10%
Baseball	11	15%
Volleyball	1	1%
Swim/Dive	6	9%
Football	2	3%
Running	14	20%
Softball	11	15%
Other	15	21%
Golf	4	6%

LOCATIONS ANNOUNCED BY LEDA IN LAST 15 MONTHS

Company	Approval Date	Total Jobs	Capital Investment	Incented Annual Wages	Annual Value Added Impact
Select Milk Producers	Q1, FY 15/16	150	\$ 250,000,000		\$ 23,951,363
VXI Global Marketing Solutions	Q1, FY 15/16	77			\$ 7,219,537
Bayer CropScience	Q4, FY 14/15	0	\$ 17,320,000	\$ 1,200,000	\$ 3,021,155
South Plains College	Q4, FY 14/15	12	\$ 7,000,000		\$ 1,102,375
De'Ran, Inc.	Q4, FY 14/15	4	\$ 900,000		\$ 751,232
United Supermarkets, LLC	Q3, FY 14/15	190	\$ 33,700,000	\$ 6,941,560	\$ 22,636,892
AT&T	Q3, FY 14/15	200	Undisclosed		\$ 18,754,416
Chromatin, Inc.	Q3, FY 14/15	33	\$ 4,550,000	\$ 3,003,000	\$ 10,221,551
PYCO Industries, Inc.	Q3, FY 14/15	0	\$ 37,600,000		
Globe Energy Services	Q2, FY 14/15	8	Undisclosed		\$ 749,673
Reagor Dykes Auto Group	Q2, FY 14/15	105	\$ 9,545,500		\$ 27,038,366
United LRP Texas, GP, LLC	Q2, FY 14/15	0	\$ 4,052,000		
Cedar Creek	Q1, FY 14/15	14	Undisclosed		\$ 1,981,483

COMPILED NUMBERS

Total Locations	13
Total Jobs	793
Avg. # Jobs/Location	61
Total Capital Investment	\$364,667,500
Total Incented Annual Wages	\$11,144,560
Avg. Annual Wage of Incented Jobs	\$52,322
Avg. Annual Wage for Lubbock County	\$40,638
Percent Difference	28.8%
Total Annual Value Added Impact	\$117,428,043
Value Added Impact/Job Created	\$148,081
Value Added Impact/Location	\$9,032,296

TOP GROUPS SERVICED BY VISIT LUBBOCK DURING QTR.

Group	Event Date	Room Nights	Economic Impact	Group	Event Date	Room Nights	Economic Impact
Double T Varsity Club	9/11/15	325	\$ 101,693	Texas Federation of Republican Women	11/4/15	840	\$ 262,836
Adrenaline Softball Shootout	9/11/15	384	\$ 120,154	Sandpitt Wrestling	11/6/15	1,050	\$ 328,545
Association of Desk & Derrick Clubs	9/16/15	745	\$ 233,111	West Texas Triple Crown Series Leg 3	11/6/15	840	\$ 262,836
Fall Cotton Pickin Girls Fast Pitch	9/18/15	816	\$ 255,326	Christian Congregation of Jehovah's Witnesses	11/8/15	325	\$ 101,693
Lubbock ISD Invitational Cross Country Meet	9/19/15	1,150	\$ 359,835	Christian Congregation of Jehovah's Witnesses	11/14/15	650	\$ 203,385
Texas Tech University College of Engineering	9/23/15	945	\$ 295,691	Bacon Family Frenship Girls Basketball Tournament	11/19/15	400	\$ 125,160
Texas Tech University Parents Association	9/25/15	497	\$ 155,511	3rd Annual Thanksgiving Softball Classic	11/20/15	744	\$ 232,798
Texas State Association of the Gideons International	10/1/15	344	\$ 107,638	Christian Congregation of Jehovah's Witnesses	11/21/15	480	\$ 150,192
Adrenaline Fall Ball	10/2/15	840	\$ 262,836				
Lubbock Christian University High School Softball Tournament	10/2/15	726	\$ 227,165				
Premier Baseball	10/2/15	480	\$ 150,192				
Ghouls and Bats Softball Tournament	10/23/15	760	\$ 237,804				
Lubbock ISD Fall Preview Girls Golf Tournament	10/26/15	2,400	\$ 750,960				
Texas Water Utilities Association	10/27/15	478	\$ 149,566				

GOALS VERSUS PERFORMANCE

Goals	Quarterly Results	YTD	Goal
Companies Announcing Projects	2	2	13
New Capital Investment	\$ 250,000,000	\$ 250,000,000	\$ 30,000,000
New Jobs Announced	227	227	650
Change in MSA Employment	0	0	2,700
Workforce Development Value Added Impact	\$ 4,023,181	\$ 4,023,181	\$ 40,000,000

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

GOALS VERSUS PERFORMANCE

Goals	Quarterly Results	YTD	Goal
CVB Rooms Contracted	6,593	6,593	38,300
CVB Rooms Serviced	9,029	9,029	40,000
Sports Rooms Contracted	57,573	57,573	155,000
Sports Rooms Serviced	15,104	15,104	145,000

VISIT LUBBOCK

LEDA's mission is to promote economic growth by creating high-quality jobs, investing in new capital improvements and improving Lubbock's quality of life. Since its inception in 2004, LEDA has assisted 140 companies with their expansion or relocation to Lubbock. These companies committed to creating 6,283 jobs and investing more than \$531 million in new capital improvements. Learn more at lubbockeda.org.

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock has booked more than 4,481 events or conventions, resulting in 3.78 million visitors, 1.28 million rooms and \$403 million in direct economic impact to the Lubbock area. For Lubbock's latest events, check out visitlubbock.org.