



Dear Valued Partner,

LEDA, Visit Lubbock and Lubbock Sports have kicked off a busy calendar year and continue to see success in achieving our strategic plan. Read below for recent activities from each entity, and enjoy the rest of this report, which highlights second quarter data.

- As many of you know, January was an exciting month for the LEDA Team. We announced that Monsanto, one of the world's largest sustainable agricultural companies, is expanding their Lubbock operations to include a new cotton seed processing facility. Monsanto will invest \$140 million into building and equipping the new state-of-the-art facility, the largest capital investment project announced since LEDA's inception. The new facility will be Monsanto's primary U.S. hub for all cotton seed processing operations. Monsanto held a groundbreaking ceremony on March 31.

- On the workforce front, LEDA, Workforce Solutions South Plains and the Texas Workforce Commission made a big announcement in February. All three organizations announced plans to leverage funds for the second time and grant seven area school districts a total of \$165,000 to assist in enhancing and maximizing the capacity of various Career

and Technical Education (CTE) programs. This effort is known as the South Plains High Demand Job Training Project and will facilitate occupational training at the secondary level during the 2015/16 and 2016/17 school year. Read the press release [here](#).

- The Visit Lubbock Team was honored and humbled to receive the prestigious 2016 Catalyst Award from the Louise Hopkins Underwood Center for the Arts (LHUCA) at their annual gala in February. This is the first time the Catalyst Award was given to an organization, and it honors an individual or organization who has specifically been a catalyst for LHUCA and helped advance the vision of founder, Louise Underwood.

- Each year the Marketing & Communications Team submits various projects for the local American Advertising Awards (ADDY Awards). This year, the team won big and brought home a handful of awards for projects including the 2015 Visitor's Guide, Meetings Campaign, LEDA Campaign, Economic Forecast Luncheon, new Visit Lubbock Website and more. The winning projects are now headed to the regional award show, which includes all other Texas cities.

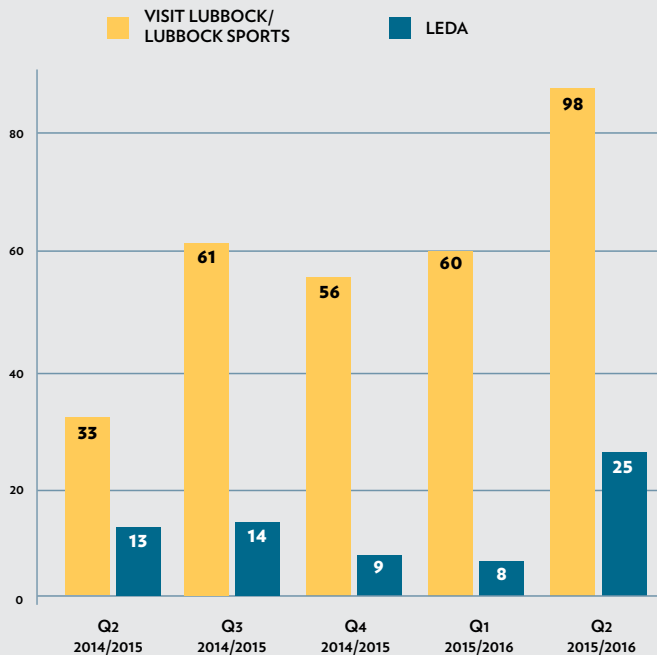
As always, please feel free to forward the Lubbock Report to any interested colleagues and friends. To add your name to the distribution list, please email alyssa@visitlubbock.org. Thank you for your continued support of LEDA and Visit Lubbock.

Sincerely,

President & CEO, LEDA & Market Lubbock, Inc.



NEW PROSPECTS IDENTIFIED



VISIT LUBBOCK & LUBBOCK SPORTS

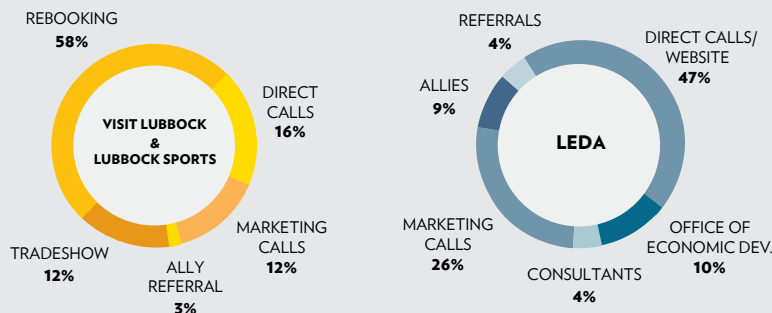
PROSPECTS BY MARKET

Market	Percent
Association	30%
Corporate	6%
Education	15%
Government	4%
Military	8%
Other	6%
Religious	23%
Reunion	4%
Social or Fraternal	4%
Wedding	1%

PROSPECTS BY SPORT

Market	Percent
Baseball	19%
Basketball	8%
Football	5%
Golf	7%
Other	22%
Running	12%
Softball	19%
Swim/Dive	7%
Volleyball	2%

PROSPECTS BY REFERRAL



LEDA

PROSPECTS BY NAICS CODE

Code	Description	Percent
115	Support Activities for Agriculture and Forestry	5%
237	Heavy and Civil Engineering Construction	1%
238	Specialty Trade Contractors	1%
311	Food Manufacturing	10%
312	Beverage and Tobacco Product Manufacturing	3%
313	Textile Mills	5%
325	Chemical Manufacturing	3%
326	Plastics and Rubber Products Manufacturing	3%
331	Primary Metal Manufacturing	1%
332	Fabricated Metal Product Manufacturing	3%
333	Machinery Manufacturing	6%
336	Transportation Equipment Manufacturing	1%
339	Miscellaneous Manufacturing	5%
424	Merchant Wholesalers, Nondurable Goods	4%
493	Warehousing and Storage	8%
517	Telecommunications	4%
541	Professional, Scientific and Technical Services	8%
551	Management of Companies and Enterprises	3%
561	Administrative and Support Services	8%
-	Other	19%

*North American Industry Classification System (NAICS)

LOCATIONS ANNOUNCED BY LEDA IN LAST 15 MONTHS

Company	Approval Date	Total Jobs	Capital Investment	Incented Annual Wages	Annual Value Added Impact*
Monsanto	Q2, FY 15/16	40	\$ 140,000,000	\$ 2,200,000	\$ 11,200,035
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-Research	Q4, FY 14/15	0	\$ 17,320,000		\$ 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			\$ 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			\$ 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			\$ 1,981,483

COMPILED NUMBERS

Total Locations	14
Total Jobs	833
Average Number of Jobs per Location	60
Total Capital Investment	\$504,667,500
Total Incented Annual Wages	\$12,144,560
Average Annual Wage of Incented Jobs	\$50,392
Average Annual Wage for Lubbock County	\$40,196
Percent Difference	25.4%
Total Annual Value Added Impact	\$128,628,078
Value Added Impact/Job Created	\$154,415
Value Added Impact/Location	\$9,187,720

*Annually, once fully operational. Includes both direct and indirect, but not induced.

TOP GROUPS SERVICED BY VISIT LUBBOCK & LUBBOCK SPORTS DURING QUARTER

Group	Event Date	Room Nights	Economic Impact
Texas Chiropractic Association MidWinter Conference	2/26/16	102	\$ 31,916
FCCLA Region 1 Leadership Conference	2/26/16	196	\$ 61,328
Iglesia Ni Cristo Lubbock Chapel Dedication	2/21/16	133	\$ 41,616
TTU College of Engineering Spring Job Fair	2/17/16	459	\$ 143,621
Lubbock Christian University	1/29/16	250	\$ 78,225
BDLT Softball	1/29/16	504	\$ 157,702
Texas Tech UIL	1/23/16	125	\$ 39,113
Texas Tech UIL	1/21/16	190	\$ 59,451
BDLT Softball	1/15/16	600	\$ 187,740
West Texas High School Softball Coaches	1/15/16	89	\$ 27,848
LISD Sports	1/14/16	475	\$ 148,628
Texas Tech UIL	1/9/16	175	\$ 54,758
LISD Swim Club	1/8/16	400	\$ 125,160
Frenship Sports	1/7/16	380	\$ 118,902

Group	Event Date	Room Nights	Economic Impact
Sandpitt Wrestling	1/1/16	1,250	\$ 391,125
FiberMax Caprock Classic	12/28/15	3,200	\$ 1,001,280
Guns Up Volleyball	12/11/15	145	\$ 45,371
BDLT Softball	12/11/15	384	\$ 120,154
Sandpitt Wrestling	12/11/15	750	\$ 234,675
Greater West Texas Baseball Clinic	12/11/15	36	\$ 11,264
Texas Tech UIL	12/11/15	85	\$ 26,596
TTUHSC 2015 CLS Lab	12/6/15	224	\$ 70,090
Texas Tech UIL	12/5/15	252	\$ 78,851
BDLT Softball	12/4/15	768	\$ 240,307
USSSA	12/4/15	175	\$ 54,758
Frenship Sports	12/3/15	400	\$ 125,160

GOALS VERSUS PERFORMANCE

VISIT LUBBOCK & LUBBOCK SPORTS

Goals	Quarterly Results	YTD	Goal
CVB Rooms Contracted	20,465	27,765	38,300
CVB Rooms Serviced	2,716	12,382	40,000
Sports Rooms Contracted	28,300	85,873	155,000
Sports Rooms Serviced	19,228	34,332	145,000

LEDA

Goals	Quarterly Results	YTD	Goal
Companies Announcing Projects	1	3	13
New Capital Investment	\$ 0	\$ 0	\$ 30,000,000
<i>With Monsanto & Select Milk Producers</i>	\$ 390,000,000	\$ 390,000,000	
New Jobs Announced	40	267	650
Change in MSA Employment	N/A	N/A	2,700
Workforce Development Value Added Impact	\$ 27,378,218	\$ 31,401,399	\$ 40,000,000

