



Dear Valued Partner,

The third quarter has been a busy and successful one for the LEDA, Visit Lubbock and Lubbock Sports Teams. We continue to have positive meetings with local and prospective companies and have seen a busy spring servicing meeting groups & sports events. Read below for a round-up of recent activities from each entity, and enjoy the rest of this report that highlights third quarter data.

- LEDA's recruitment, retention and workforce efforts have ramped up significantly. Combined, each team has been involved in nearly 60 activities including sales calls, marketing trips and business meetings for the third quarter alone.

- In relation to recruitment and retention meetings, this past April, a few LEDA staff members took part in the Hannover Messe Trade Fair in Hannover, Germany (the world's leading trade fair for industrial technology). More than 220,000 visitors attended, giving our team an excellent opportunity to meet with companies from around the world. Myself and LEDA's Director of Business Retention, Kenny McKay, also paid special visits to several companies headquartered in Germany that currently have locations in Lubbock. We found it important to utilize face-to-face time with each company's executive team.

We also visited the Texas Tourism office, located in Germany, to give tourism updates from Lubbock. Germans continue to be at the top of Lubbock's visitor list.

- Our workforce development marketing initiative, Return2LBK, continues to be a success. The campaign, which currently highlights job opportunities in the IT industry, is promoted digitally and in The Texas Techsan alumni magazine. Return2LBK.org has seen a collective 40,000 page views, and LEDA has received 48 inquiries from individuals interested in returning to Lubbock. We are proactively sharing job postings with them, as well as connecting them with local employers.

- Each year, we celebrate National Travel & Tourism Week during the first full week of May. This is a nationwide campaign devoted to educating the local community about the benefits of tourism on the Lubbock economy. This year, the Visit Lubbock Team knocked it out of the park with three videos that paid tribute to some of Lubbock's best visitors and biggest advocates. If you haven't yet watched them, please go to facebook.com/visitlubbock and check them out. To give you an idea of their popularity, they reached a total of 270,145 people, collected a total of 59,551 viewing minutes and resulted in 4,889 reactions, comments and shares on our page—all in one week's time.

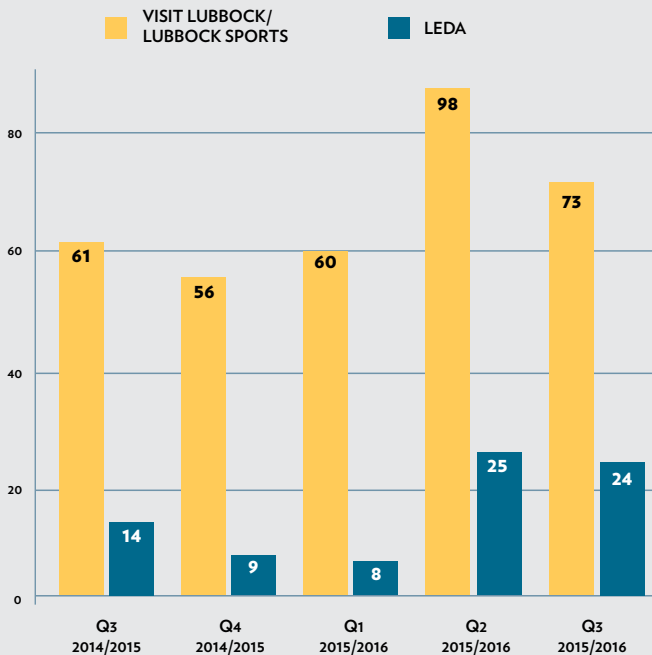
As always, please feel free to forward the Lubbock Report to any interested colleagues and friends. To add your name to the distribution list, please email alysa@visitlubbock.org. Thank you for your continued support of LEDA and Visit Lubbock.

Sincerely,

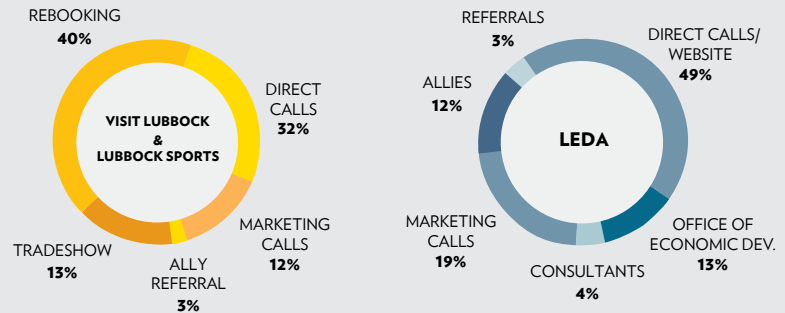
President & CEO, LEDA & Market Lubbock, Inc.



NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL



VISIT LUBBOCK & LUBBOCK SPORTS

PROSPECTS BY MARKET

Market	Percent
Association	23%
Corporate	6%
Education	13%
Government	6%
Military	9%
Other	7%
Religious	22%
Reunion	7%
Social or Fraternal	4%
Wedding	3%

PROSPECTS BY SPORT

Market	Percent
Baseball	19%
Basketball	5%
Football	5%
Golf	3%
Other	17%
Running	13%
Softball	27%
Swim/Dive	8%
Volleyball	3%

LEDA

PROSPECTS BY NAICS* CODE

Code	Description	Percent
115	Support Activities for Agriculture and Forestry	5.2%
238	Specialty Trade Contractors	1.3%
311	Food Manufacturing	9.1%
312	Beverage and Tobacco Product Manufacturing	2.6%
313	Textile Mills	3.9%
321	Wood Product Manufacturing	2.6%
325	Chemical Manufacturing	2.6%
326	Plastics and Rubber Products Manufacturing	2.6%
331	Primary Metal Manufacturing	1.3%
332	Fabricated Metal Product Manufacturing	2.6%
333	Machinery Manufacturing	9.1%
339	Miscellaneous Manufacturing	9.1%
484	Truck Transportation	2.6%
493	Warehousing and Storage	6.5%
517	Telecommunications	3.9%
518	Data Processing, Hosting and Related Services	2.6%
541	Professional, Scientific and Technical Services	6.5%
551	Management of Companies and Enterprises	3.9%
561	Administrative and Support Services	9.0%
-	Other	13.0%

*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
DéRan Gear	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		

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

COMPILED NUMBERS	
Total Locations	13
Total Jobs	819
Average Number of Jobs per Location	63
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	\$43,576
Percent Difference	15.6%
Total Annual Value Added Impact	\$126,646,595
Value Added Impact/Job Created	\$154,636
Value Added Impact/Location	\$9,742,046

TOP GROUPS SERVICED BY VISIT LUBBOCK & LUBBOCK SPORTS DURING QUARTER

Group	Event Date	Room Nights	Economic Impact
NJCAA Region V Division I Basketball Championship	5/12/16	2,050	\$ 641,445
NCAA Regional Women's & Men's Tennis Tournament	5/11/16	1,620	\$ 506,898
Caprock 20th Annual Spring Fling	5/6/16	925	\$ 289,433
LISD Swim Club West Dive Championship	5/6/16	1,086	\$ 339,809
Texas Tech UIL	4/28/16	4,560	\$ 1,426,824
USSSA Buffalo Wild Wings Midseason Classic	4/23/16	2,380	\$ 744,702
Lubbock ISD Area Track & Field Meet	4/20/16	750	\$ 234,675
Christian Congregation of Jehovah's Witnesses Texas 65S Circuit Assembly	4/16/16	390	\$ 122,031
American Advertising Federation Adventon 2016: District 10 Convention	4/14/16	334	\$ 104,509
Christian Congregation of Jehovah's Witnesses Texas 27S Circuit Assembly	4/9/16	472	\$ 147,689
USSSA Giant Side of Texas Softball Tournament	4/8/16	1,728	\$ 540,691
American Society of Civil Engineers ASCE Steel Bridge Competition	4/6/16	433	\$ 135,486
Christian Congregation of Jehovah's Witnesses Texas 9B Circuit Assembly	4/3/16	335	\$ 104,822
Sun Country Regional Volleyball Association Lubbock Bid-Qualifier	4/2/16	2,980	\$ 932,442

Group	Event Date	Room Nights	Economic Impact
Texas Cotton Ginner's Association 109th Annual Convention	4/1/16	939	\$ 293,813
FIRST Robotics Competition	3/31/16	1,080	\$ 337,932
Texas Association of Counties 2016 Texas Judicial Academy	3/28/16	379	\$ 118,589
Texas Tech Open	3/24/16	700	\$ 219,030
Lone Star Cactus Fest	3/15/16	815	\$ 255,014
NJCAA Division I Women's Basketball Championship	3/13/16	3,989	\$ 1,248,158
21st Annual Texas Tumbleweed Classic Volleyball Tournament	3/12/16	3,850	\$ 1,204,665
Lubbock ISD Baseball Tournament	3/10/16	680	\$ 212,772
NCAA Division II Women's South Central Regional Basketball Tournament	3/9/16	2,480	\$ 775,992
2016 North American Saxophone Alliance Biennial Conference	3/8/16	372	\$ 116,399
Texas Association of Collegiate Veteran Program Officials Annual Conference	3/7/16	422	\$ 132,044
USSSA Baseball March Freeze	3/5/16	1,025	\$ 320,723

GOALS VERSUS PERFORMANCE

VISIT LUBBOCK & LUBBOCK SPORTS

Goals	Quarterly Results	YTD	Goal
CVB Rooms Contracted	4,344	32,109	38,300
CVB Rooms Serviced	8,866	21,248	40,000
Sports Rooms Contracted	36,590	122,463	155,000
Sports Rooms Serviced	51,182	85,514	145,000

LEDA

Goals	Quarterly Results	YTD	Goal
Companies Announcing Projects	0	3	13
New Capital Investment	\$ 0	\$ 0	\$ 30,000,000
With Monsanto & Select Milk Producers	\$ 390,000,000	\$ 390,000,000	
New Jobs Announced	0	267	650
Change in MSA Employment	N/A	N/A	2,700
Workforce Development Value Added Impact	\$ 8,385,846	\$ 39,787,245	\$ 40,000,000

