



Dear Valued Partner,

The first quarter kicked off with a great deal of excitement for the LEDA, Visit Lubbock and Lubbock Sports Teams. From hosting 21 travel journalists in September to our sold out Economic Forecast Luncheon in November, the first quarter of the year was a productive one. Read on for some of the highlights:

- From September 6-9, Visit Lubbock hosted 21 travel writers to experience all the "Hub City" has to offer. The group toured Lubbock's wineries, museums and enjoyed some of Lubbock's fantastic local restaurants. To date, 31 articles have been published as a result of this trip, which has an advertising equivalency of over \$817,000 and a potential reach of over 205 million. Check out these articles that recently ran in the [Dallas Morning News](#), [San Antonio Express](#) and [Toronto Star](#).

- From October 14-16, the LEDA Team hosted a familiarization tour of Lubbock for seven site selectors. The visit included meetings with Mayor Dan Pope, Texas Tech University System Chancellor Robert Duncan, city council members and members of LEDA's board.

The tour gave the site selectors the opportunity to experience Lubbock's strongest assets firsthand. While most had never been to Lubbock, two had graduated from Texas Tech and were amazed at all the growth Lubbock has experienced over the past decade.

- LEDA, Visit Lubbock and Lubbock Sports hosted yet another successful Economic Forecast Luncheon on Tuesday, Nov. 15, 2016. The featured speaker was Marci Rossell, CNBC's former chief economist. She focused on global trends and provided local insights. If you missed this year's message, you can catch some of her top takeaways [here](#). Also, for a look at the city's current business climate, click [here](#).

- We continue to see revitalization efforts growing in downtown Lubbock. Since 2010, more than \$65 million has been invested in downtown redevelopment. The opportunity to invest in downtown Lubbock has never been better. If you are considering making improvements or doing a project from the ground up, you may be eligible for grants through Market Lubbock. Please reach out to LEDA Special Projects Coordinator Jorge Quirino at 806.723.8241 or email him at [jorge.quirino@lubbockeda.org](mailto:jorge.quirino@lubbockeda.org).

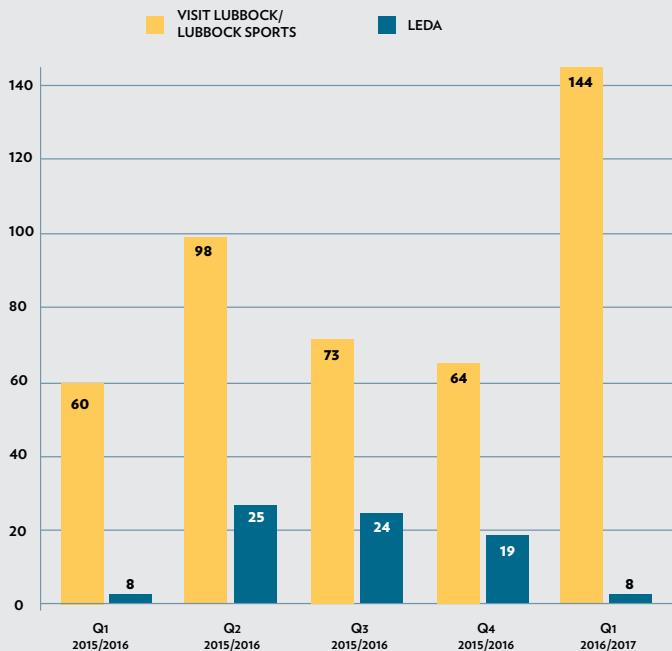
As always, please feel free to forward the Lubbock Report to any interested colleagues and friends. To add your name to the distribution list, please email [katherine@marketlubbock.org](mailto:katherine@marketlubbock.org). Thank you for your continued support of LEDA, Visit Lubbock and Lubbock Sports.

Sincerely,

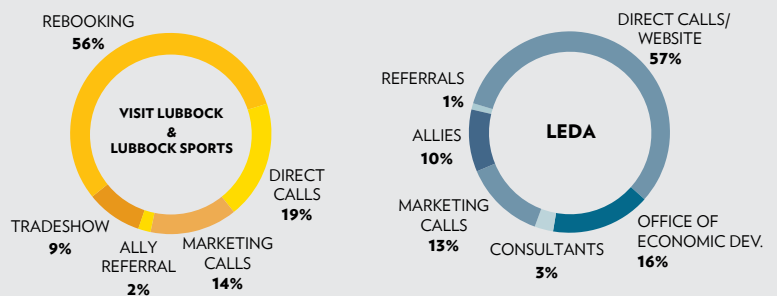
President & CEO, LEDA & Market Lubbock, Inc.



### NEW PROSPECTS IDENTIFIED



### PROSPECTS BY REFERRAL



### LEDA PROSPECTS BY NAICS\* CODE

Code	Description	Percent
111	Crop Production	1.3%
115	Support Activities for Agriculture and Forestry	1.3%
311	Food Manufacturing	9.1%
312	Beverage and Tobacco Product Manufacturing	2.6%
313	Textile Mills	3.9%
325	Chemical Manufacturing	2.6%
326	Plastics and Rubber Products Manufacturing	3.9%
331	Primary Metal Manufacturing	2.6%
332	Fabricated Metal Product Manufacturing	5.2%
333	Machinery Manufacturing	7.8%
339	Miscellaneous Manufacturing	3.9%
424	Merchant Wholesalers, Nondurable Goods	2.6%
493	Warehousing and Storage	9.1%
517	Telecommunications	3.9%
518	Data Processing, Hosting and Related Services	2.6%
541	Professional, Scientific and Technical Services	5.2%
551	Management of Companies and Enterprises	6.5%
561	Administrative and Support Services	7.8%
611	Educational Services	2.6%
-	Other	15.6%

\*North American Industry Classification System (NAICS)

### VISIT LUBBOCK & LUBBOCK SPORTS PROSPECTS BY MARKET

Market	Percent
Association	15%
Corporate	8%
Education	21%
Government	5%
Military	7%
Other	7%
Religious	32%
Reunion	2%
Social or Fraternal	3%

### PROSPECTS BY SPORT

Market	Percent
Baseball	7%
Basketball	9%
Football	3%
Golf	6%
Other	25%
Running	15%
Softball	18%
Swim/Dive	7%
Volleyball	9%

## RECENT LOCATIONS ANNOUNCED BY LEDA

Company	Approval Date	Total Jobs	Capital Investment	Incented Annual Wages	Annual Value Added Impact*
Severn Peanut Company	Q4, FY 15/16	80	\$ 8,750,000		\$ 25,401,271
Convergys	Q4, FY 15/16	300			\$ 50,517,527
RTLGenomics	Q4, FY 15/16	3	\$ 850,000		\$ 745,855
White Transportation	Q4, FY 15/16	48	\$ 6,300,000		\$ 9,035,266
Monsanto	Q2, FY 15/16	40	\$ 144,000,000	\$ 2,200,000	\$ 11,200,035
Select Milk Producers	Q1, FY 15/16	139	\$ 250,000,000		\$ 30,894,239
VXI Global Solutions, LLC	Q1, FY 15/16	500	\$ 1,170,000		\$ 45,772,381
Bayer Crop Science - 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
DeRan Gear	Q4, FY 14/15	4	\$ 900,000		\$ 751,232

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

### COMPILED NUMBERS

Total Locations	10
Total Jobs	1,126
Average Number of Jobs per Location	113
Total Capital Investment	\$436,290,000
Total Incented Annual Wages	\$2,200,000
Average Annual Wage of Incented Jobs	\$55,000
Average Annual Wage for Lubbock County	\$40,889
Wage Percent Difference	34.5%
Total Annual Value Added Impact	\$178,441,336
Value Added Impact/Job Created	\$158,473.66
Value Added Impact/Location	\$17,844,133.60

## TOP GROUPS SERVICED BY VISIT LUBBOCK & LUBBOCK SPORTS DURING QUARTER

Group	Event Date	Room Nights	Economic Impact
Merv Evans Invitational Wrestling Tournament	11/19/16	1,480	\$ 463,092
Holiday Happening	11/16/16	435	\$ 136,112
West Texas Water Utilities Short Course	10/31/16	412	\$ 128,915
Christian Congregation of Jehovah's Witnesses - TX 275 Circuit Assembly	10/30/16	638	\$ 199,630
Christian Congregation of Jehovah's Witnesses - TX 655 Circuit Assembly	10/29/16	418	\$ 130,792
American Akaushi Association Convention	10/28/16	240	\$ 75,096
UIL Regional Cross Country Meet	10/28/16	2,400	\$ 750,960
16th Annual Monster Mash Softball Classic	10/28/16	936	\$ 292,874
NIRSA Regional Soccer Tournament	10/28/16	450	\$ 140,805
Big 12 Cross Country Meet	10/27/16	450	\$ 140,805
West Texas Grand Slam Softball Tournament	10/7/16	840	\$ 262,836

Group	Event Date	Room Nights	Economic Impact
Albuquerque Baseball Academy Fall Baseball Classic	10/7/16	525	\$ 164,273
V Tool Baseball Showcase	9/25/16	540	\$ 168,966
LCU West Texas Softball Showdown	9/23/16	640	\$ 200,256
Bone Daddy's Corporate Training	9/23/16	900	\$ 281,610
Walk On's Bistreaux & Bar Corporate Training	9/23/16	672	\$ 210,269
World Congress on Ultrasound in Medical Education Conference	9/22/16	500	\$ 115,773
TTU College of Engineering Fall Job Fair	9/21/16	493	\$ 154,260
USTA Women's Tennis Tournament	9/18/16	1,231	\$ 385,180
West Texas Flow Marketing Meeting	9/14/16	155	\$ 48,500
Texas Police Chief Leadership Series	9/12/16	302	\$ 94,496
West Texas Grand Slam Softball Tournament	9/11/16	744	\$ 232,798

## GOALS VERSUS PERFORMANCE

### VISIT LUBBOCK & LUBBOCK SPORTS

Goals	Quarterly Results	YTD	Goal
CVB Rooms Contracted	13,759	13,759	40,000
CVB Rooms Serviced	8,549	8,549	38,000
Sports Rooms Contracted	52,116	52,116	170,000
Sports Rooms Serviced	23,308	23,308	145,000

### LEDA

Goals	Quarterly Results	YTD	Goal
Companies Announcing Projects	0	0	10
New Capital Investment	0	0	\$ 30,000,000
New Jobs Announced	0	0	700
Change in MSA Employment	N/A	N/A	3,500
Workforce Development Value Added Impact	\$ 7,776,988	\$ 7,776,988	\$ 62,000,000

