



LUBBOCK
ECONOMIC DEVELOPMENT ALLIANCE

VISIT LUBBOCKTM

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE
VISIT LUBBOCK, INC.

2007 ANNUAL REPORT



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Message from the CEO:

This marks the close of our twelfth year of operations and I am pleased to say it was a year of growth and success within the Lubbock community and within the company. Our 2006/ 2007 fiscal year saw both sides of the organization, Lubbock Economic Development Alliance (Lubbock EDA) and Visit Lubbock, Inc., firing on all cylinders and contributing to the greater goal of a flourishing economy.

A strong work ethic is a staple of our organization. We constantly see ourselves striving to expand the traditional economic development role by looking for innovative ways to improve the quality of life in Lubbock. We achieve this by having a learning work environment where new ideas are embraced and developed into working assets.

At the Convention and Visitors Bureau, the goal is to have an economic impact through the marketing and development of Lubbock's tourism, sporting and events hosting.

Whether you are a business looking at Lubbock as a prospective location, an individual looking to move here and be entertained here, or an existing resident, Lubbock EDA and Visit Lubbock are working to be your resource for success.



Gary Lawrence
Chief Executive Officer



Mission Statements

Lubbock EDA

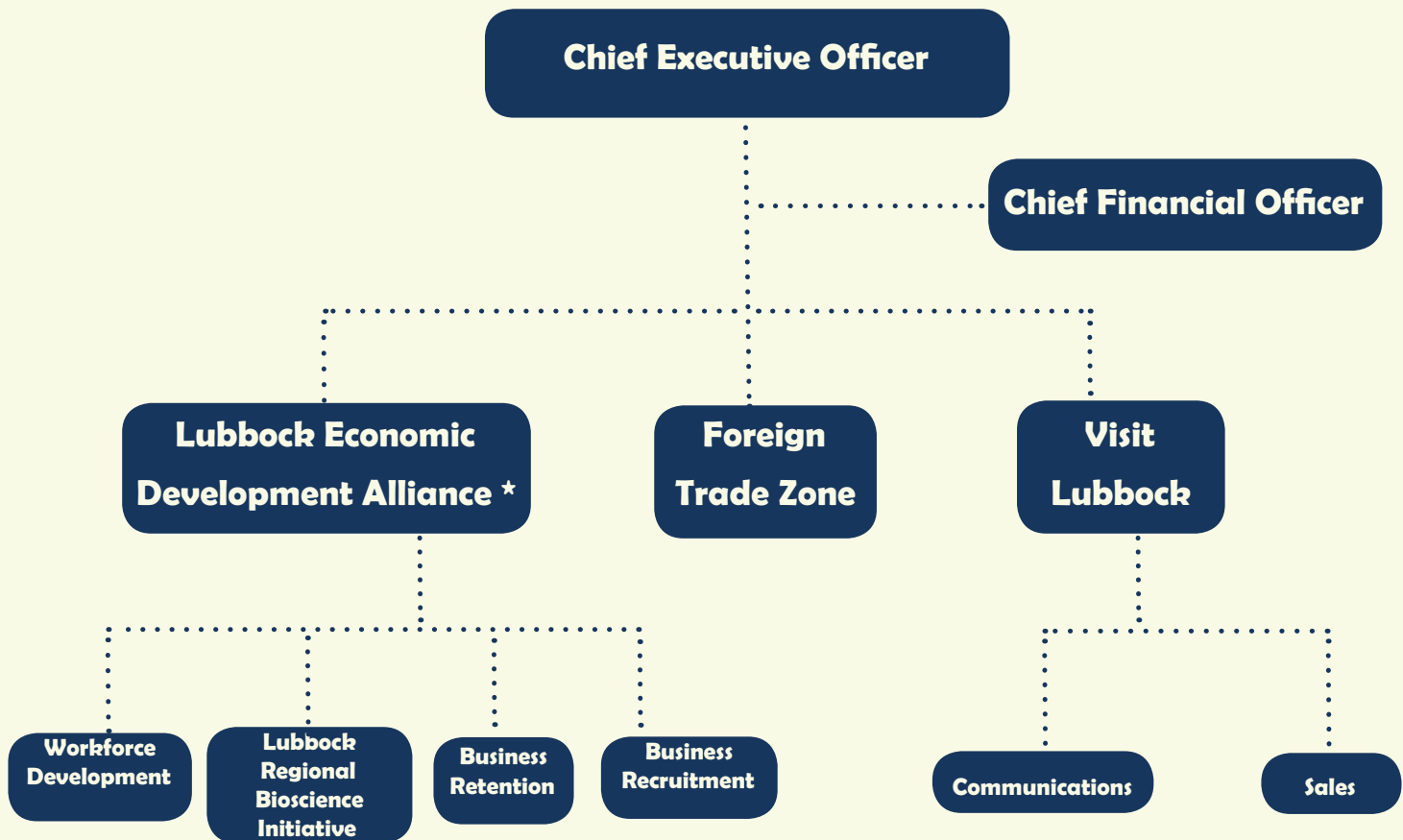
Lubbock Economic Development Alliance's (Lubbock EDA) mission is to promote economic growth through the creation of high quality jobs, attracting new capital investment, retaining and expanding existing businesses, and overall improving the quality of life in Lubbock, Texas.



Visit Lubbock

Visit Lubbock, The Convention and Visitors Bureau's, mission is to use all aspects of the travel industry, including sports, leisure, and meetings to create positive economic impact for Lubbock.

Organizational Chart



* Lubbock EDA is a Texas non-profit, tax-exempt economic development corporation. Lubbock EDA is responsible for supporting the creation of new and existing primary jobs under the Economic Development Act of 1979. Under the provisions of this statute, as amended this year, applicants must submit a written request for assistance providing the necessary information for our Board of Directors to become satisfied that the applicant and the project fall within the parameters of the Act as it continues to be amended, our corporate purposes and the goals of the City of Lubbock. Yearly we submit this report to the City of Lubbock for ratification and approval of our projects and activities throughout the year.

Lubbock EDA Financial Statements

For the fiscal year ending September 30, 2007

Fund Balance Sheet

Assets

Cash and equivalents	\$	5,351,199
Prepaid expenses		15,897
Accounts receivable		<u>724,124</u>
Total Assets	\$	<u>6,091,220</u>

Liabilities

Accounts Payable		1,443,105
Accrued liabilities		91,322
Other current liabilities		17,090
Incentives and special projects payable		<u>25,500</u>
Total Liabilities	\$	1,577,017

Fund Balance

Incentive and special project contractual commitments		634,434
Unreserved, undesignated		<u>3,879,769</u>
Fund Balance	\$	4,514,203

Liabilities and Fund Balance	\$	<u>6,091,220</u>
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Fund Statement of Revenues, Expenditures and Changes in Fund Balance

Revenues	\$	7,493,221
Expenditures		<u>7,411,355</u>
Revenues over Expenditures	\$	<u>81,866</u>

Fund balance - beginning	\$	<u>4,432,337</u>
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Fund balance - ending	\$	<u>4,514,203</u>
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Market Lubbock, Inc. Financial Statements

For the fiscal year ending September 30, 2007

MLI: Market Lubbock, LCVB: Lubbock Convention and Visitors Bureau, LSA: Lubbock Sports Authority

Fund Balance Sheet	<u>MLI</u>	<u>LCVB</u>	<u>LSA</u>	<u>Total</u>
Assets				
Cash and equivalents	\$ 924,117	410,876	56,886	1,391,879
Investments	225,253	-	-	225,253
Prepaid and deferred charges	543	5,429	1,086	7,058
Accounts recievable	-	359,863	114,117	473,980
Inventory	-	37,998	-	37,998
Restricted assets: Incentives advances	6,000,000	-	-	6,000,000
Total Assets	\$ 7,149,913	814,166	172,089	8,136,168
Liabilities				
Accounts Payable	\$ 15,318	22,340	2,933	40,591
Accrued liabilities	3,351	58,982	14,515	76,848
Deferred revenues	6,000,000	-	-	6,000,000
Incentives and special projects payable	167,500	-	-	167,500
Total Liabilities	\$ 6,186,169	81,322	17,448	6,284,939
Fund Balance				
Reserved	542,000	37,998	-	579,998
Unreserved				
Designated for open convention offers	-	239,857	606,703	846,560
Unreserved, undesignated	419,976	455,187	(450,492)	424,671
Fund Balance	\$ 961,976	733,042	156,211	1,851,229
Liabilities and Fund Balance	\$ 7,148,145	814,364	173,659	8,136,168

Fund Statement of Revenues, Expenditures and Changes in Fund Balance

Revenues	\$ 5,349,694	1,804,259	584,624	7,738,577
Expenditures	4,985,932	1,536,550	535,626	7,058,108
Revenues over Expenditures	\$ 363,762	267,709	48,998	680,469
Fund balance - beginning	598,215	465,333	107,212	1,170,760
Fund balance - ending	\$ 961,977	733,042	156,210	1,851,229

Board of Directors

Lubbock Economic Development Alliance and Visit Lubbock

David Alderson - Chairman of the Board

General Manager, Alderson Motors

Tony Whitehead - Vice Chairman of the Board

Executive Vice President, American State Bank

Mike McDougal

President, McDougal Properties

Van May

Consultant, Plains Cotton Cooperative

Velma Medina

Residential Sales Associate, Coldwell Banker

Curtis Griffith

Chairman of the Board, City Bank Texas

Jon Whitmore

President, Texas Tech University

Rob Meyer (Visit Lubbock)

Co-Owner/ Manager, Arbor Inn & Suites

Lubbock Economic Development Alliance

Staff

Gary Lawrence

CEO

Jana Johnston

Chief Financial Officer

Kenny McKay

Director, Business Retention

Marc Farmer

Director, Business Recruitment

Dale Gannaway

Director, Bioscience Initiative

Terri Patterson

Director, Workforce Development

Warren Warner

Director, Foreign Trade Zone

Christine Allen

Accountant

Gary Hatfield

Research Coordinator

Gretchen Miller

Project Coordinator

Hayden Blackburn

Project Specialist

Valerie Kerr

Project Specialist

Linda Davis

Executive Assistant

Rosalind Alexander

Administrative Assistant

Visit Lubbock

Staff

Marcy Jarrett

Executive Director

Belynda Godfrey

Director, Sales

Abie Cox

Interim Director, Communications

Erica Perry

Sales Manager

Lisa Ellison

Sales Manager

Leslie Mathews

Sales Manager

Nathan Gilliam

Sales Manager

Amy Zientek

Services Manager

Deanna Walker

Services Coordinator

Ryan Callison

Online Media Coordinator

Kathy Lennox

Visitor Information Specialist

Scott Harrison

Event Manager, Sports

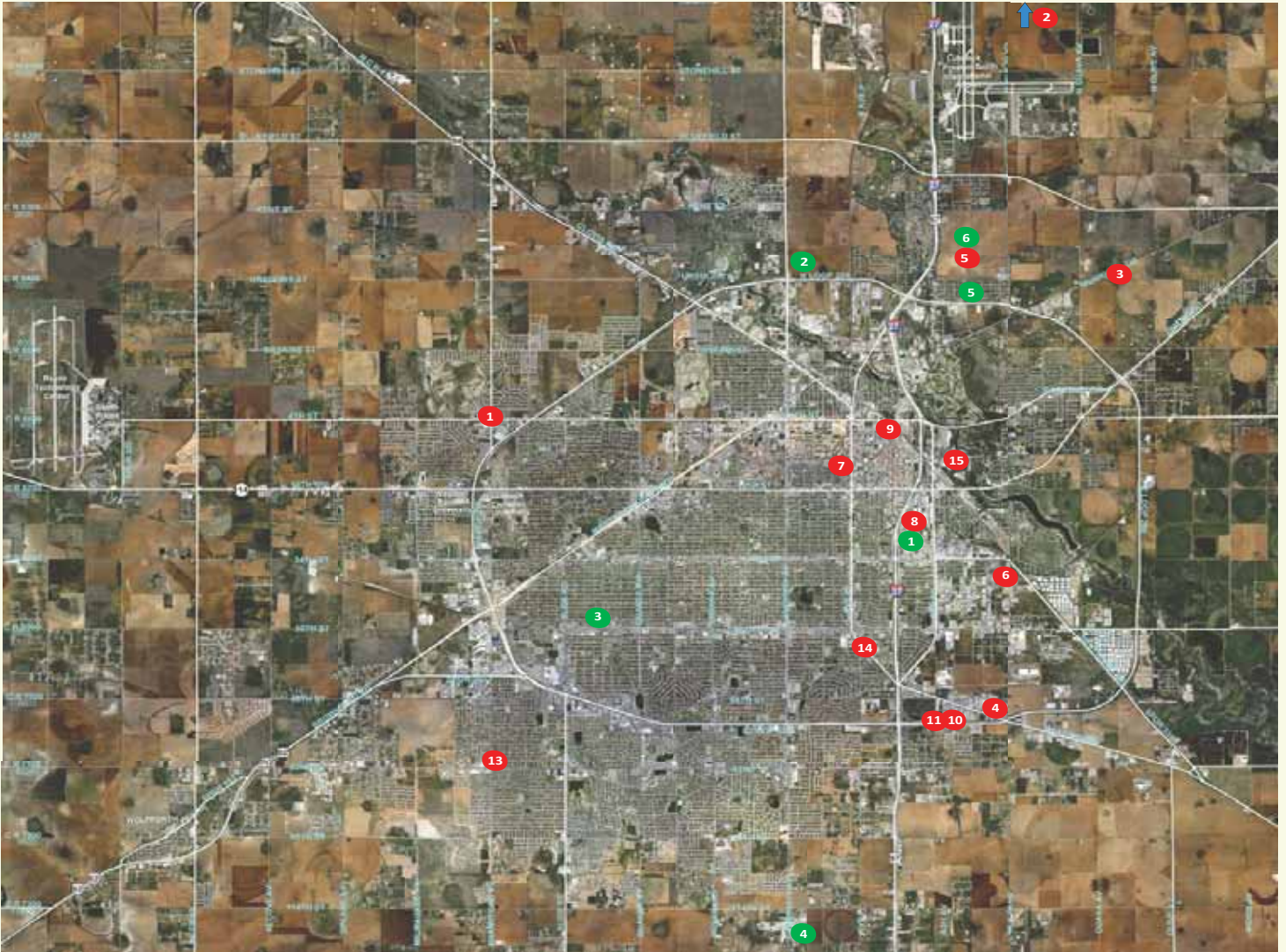
The background of the entire page is a light cream color. It is decorated with several circles of varying sizes in two shades of brown: a light tan and a medium brown. In the top left, there is a large tan semi-circle and a medium tan circle. To its right is another medium tan circle. In the top right, there is a medium brown circle and a smaller medium brown circle. In the bottom left, there is a small tan semi-circle and a medium tan circle. In the bottom right, there is a large medium brown circle. On the far right edge, a portion of a very large medium brown circle is visible. The text is centered in the middle of the page.

LUBBOCK

ECONOMIC DEVELOPMENT ALLIANCE

Incentive Investment Locations

Within the City of Lubbock



Investments and Economic Impact

Lubbock EDA: Fiscal Year ending September 30, 2007

	Map Value	Company	Number of Jobs Incented	Executed Incentive Investments	Estimated Economic Impact per Year	ROI
2007	1	Shearer's Food	269	-	\$364,438,153	-
	2	X-Fab	70	-	\$115,031,035	-
	3	Benton & Associates	6	-	\$918,298	-
	4	Caprock Manufacturing	5	-	\$2,103,071	-
	5	J & B Industrial Services	11	-	\$5,221,796	-
	6	O'Reilly Auto Parts	395	-	\$92,052,435	-
2006	1	Incode	5	\$8,833	\$428,589	\$1 to \$143
	2	MACSA	27	-	\$295,619	-
	3	Empire Paper Company	18	\$25,000	\$5,406,135	\$1 to \$226
	4	Lighted Edge	15	\$7,000	\$4,701,610	\$1 to \$671
	5	Standard Bag Manufacturing	50	-	\$79,313	-
	6	FedEx	14	-	\$1,524,094	-
	7	Interactive Collegiate Solutions	3	-	\$116,250	-
	8	Potato Specialty Company, Inc.	13	\$15,667	\$3,904,561	\$1 to \$259
	9	Cash Register Services, Inc.*	3	\$5,500	\$424,929	\$1 to \$76
	10	Humdinger Enterprises, Inc.	1	\$417	\$730,519	\$1 to \$1,752
	11	Humdinger Equipment, Ltd.	15	\$12,333	\$10,957,796	\$1 to \$888
	12	Xanadoo, LLC	7	\$5,583	\$292,195	\$1 to \$525
	13	Excel Services	26	-	\$2,162,554	-
	14	Mrs Baird's Bread	20	-	\$5,477,845	-
	FY TOTALS:		973	\$80,333	\$616,266,797	Avg= \$1 to \$ 568



Shearer's Food, Inc.

As with other U.S. communities, Lubbock was faced with a situation of a large manufacturer within the city consolidating its production. On October 20, 2006, Frito-Lay announced it would be closing its Lubbock facility, one of the companies oldest, in its plan for increasing efficiency in its production operations. This challenge was placed on Lubbock EDA's table to take action in aiding those displaced by the closing and to help attract a new tenant to the vacant facility. We were ready to meet the challenge face to face, not wanting to see the local manufacturing industry slip due to the loss of more jobs.

manufacturers private label products for customers in the retail snack food industry.

According to Kenny McKay, Director of Business Retention at LEDA who headed the project, the community, combined with the location and other variables of the city, were strong selling points to the company. Shearer's CEO Bob Shearer said, "It was a perfect fit for us. It just made sense to us to come here." He went on to say, "The people of Lubbock, their strong work ethic and community support were deciding factors in Shearer's moving to Lubbock."



Frito-Lay referred Shearer's Food, Inc., a co-packer of Frito-Lay kettle-cooked potato chips, for the facility. Shearer's, located in Brewster, Ohio, is a manufacturer and distributor of Shearer's brand snacks and also

Only two months had passed between Frito-Lay's closing and Shearer's commitment on January 31, 2007. Wasting no time after the announcement, Shearer's started work on the facility and had opening day ceremonies in late June 2007. A total of 269 jobs will be created from this project and \$30 million in capital investment will be put into the Lubbock economy.

What could have been a somewhat devastating loss of jobs and an eye sore vacant building transpired into a \$325 million dollar economic impact and a valuable asset. Shearer's is now calling Lubbock, TX a great place to do business.



Lubbock Business Park

In our many years of economic development work, we have found that businesses like to have a variety of options when looking at a city for expansion, so our job is to provide prospective businesses with greenfield and brownfield development options when they consider Lubbock. Lubbock EDA's CEO, Gary Lawrence and our Director of Business Recruitment, Marc Farmer, have worked diligently to improve the local business climate while also increasing the options for development. From this, the Lubbock Business Park was born.



Consisting of 29 lots on 548 acres of land just south of the Lubbock Preston Smith International Airport, The Lubbock Business Park provides immeasurable potential to the Lubbock community. Offering a great opportunity for companies interested in the southern and Midwest regions of the U.S., the availability of

multiple transportation infrastructures with the nearby road, rail and air options make for an attractive location for business expansion in the U.S. Having these options allows businesses flexibility with their distribution operations.

The Lubbock Business Park is an exciting project for Lubbock EDA and the City of Lubbock. A countless number of jobs will come from companies developing on the land which will in return improve the quality of life of the regions' residents. With two U.S. companies already preparing for construction, O'Reilly Auto Parts and Standard Bag Manufacturing of Oregon, the business park is starting to take shape and show the fruits of our labor.





O'Reilly Auto Parts

O'Reilly Auto Parts, one of the nation's largest auto parts retailers with a market cap of \$3.96 billion, was one of the first companies to announce plans for a facility in the new Lubbock Business Park. The 225,000 square foot distribution center currently being built, will service the southwest region of the country in O'Reilly Auto Parts plans to be closer to a large percentage of their customer base.

Lubbock EDA staff was very pleased to secure O'Reilly Auto Parts as a new business resident in our transportation, distribution, and warehousing industry. This company's expansion into Lubbock could help shape the decisions of other companies as they look to expand their operations and are in need of land and close access to differing transportation modes.

The economic impact from this business recruitment project will be beneficial to Lubbock in more than one way. Not only will it create jobs and capital investment into our economy, but it gives support to the further development of the new Lubbock Business Park.

The upcoming fiscal year will be an eventful one for Lubbock EDA and O'Reilly Auto Parts with ground-breaking ceremonies scheduled in early 2008 and construction on the facility following soon after.

O'Reilly Auto Parts new distribution center will be the first construction project within the Lubbock Business park. The business park is located just south of the airport.





Lubbock Railport

The Lubbock Railport is the second land development project that Lubbock EDA has taken on recently. The Railport is a 301 acre are north of the Lubbock Preston Smith International Airport that provides companies the opportunity of having a national rail system at their back door. Here at Lubbock EDA, we understand that in today's business world it comes down to how efficient you can deliver and how effective you perform for your customers.

Lubbock has always had the appeal of a central U.S. location and with projects like this, it is now becoming a reality in Lubbock, Lubbock EDA is leading the way to strengthening this asset.

The Lubbock Railport signifies a push for growth in the manufacturing and goods producing industries in Lubbock County.



Parkhill, Smith & Cooper, Inc.
Engineers ■ Architects ■ Planners



MACSA

America has seen a high level of prosperity in the beginning stages of globalization, but as it has progressed, there has been increasing concern on the loss of jobs due to outsourcing. As our awareness and knowledge of the global community's potential increases, we have learned that it can be a two way road concerning information exchange and business expansion. Many companies in foreign countries are looking toward America to reach a larger market and to decrease their transportation costs by being closer to their U.S. customer base.

When MACSA, a Chihuahua, Mexico based company, came looking to expand into the states, Lubbock EDA was thrilled to respond and help bring the company's strategic planning to action. MACSA, a white corn flour tortilla producer, broke ground at the Lubbock Railport in August 2007.

This first ground-breaking was a catalytic event for Lubbock County. It was also a celebration to the beginning of MACSA's U.S. operations.



The addition of MACSA into the Lubbock business community will aid in further developing Lubbock as a trade and commerce center.

Lubbock welcomed the Rascon family at the MACSA ground breaking ceremonies.





Workforce Development

The campaign began in 2000 with the creation of a workforce development department and grew into a community wide effort to collectively and regionally enhance workforce development initiatives through the creation of the Community Workforce Partnership (CWP).

The award winning organization consists of community leaders, business professionals, workforce and economic development specialists who have come together in order to have an ongoing dialogue about workforce development in the South Plains region.

Its purpose is to increase coordination and collaboration between the many valuable workforce development programs and services in the region. The efforts of the CWP are aimed at ensuring that training and education is more responsive to business and industry needs and that the region's workforce has more opportunities and accessibility to quality education, training and educational resources.

The end of the year saw the completion of the Higher Education Student Survey conducted by the Earl Survey Research Laboratory. The survey's aim was to provide a study on the areas higher education population and their preferences and opinions. These included type of jobs upon graduating, type of communities they would

prefer to live in, their opinions on how Lubbock rates in compared to other communities, and what the city needs to undertake to improve from their perspective.

Through Lubbock EDA and its partners, a \$500,000 TWC grant was secured to help establish a manufacturing industry certification program for the manufacturing industry. We will continue to work with partners to development industry certification programs from high school to prepare students for real-world experiences, jobs and post secondary education.

By partnering with Frenship ISD and the Byron Martin Advanced Technology Center (ATC) , a product of Lubbock ISD, South Plains College, and a number of other community partners, Lubbock EDA's Workforce Development department has aided in developing a Manufacturing Skill Standards Council certified Industrial Manufacturing Certification Program that spans from LISD secondary schools, the ATC, to two of the areas higher education schools, South Plains College and Texas Tech University. This program lays a strong framework for a student's career pathway into the manufacturing industry.

The department continues to work with industries in Lubbock to develop certification programs to build a qualified skilled workforce for our region.



LUBBOCK REGIONAL BIOSCIENCE INITIATIVE

A PROGRAM OF LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE, INC.



Lubbock Regional BioScience Initiative

The Lubbock Regional BioScience Initiative is just one of the outlets Lubbock EDA uses to expand the creative and innovative scope of the West Texas region. The initiative's mission is to promote regional economic growth and development, support established companies and foster entrepreneurship within the bioscience industry.

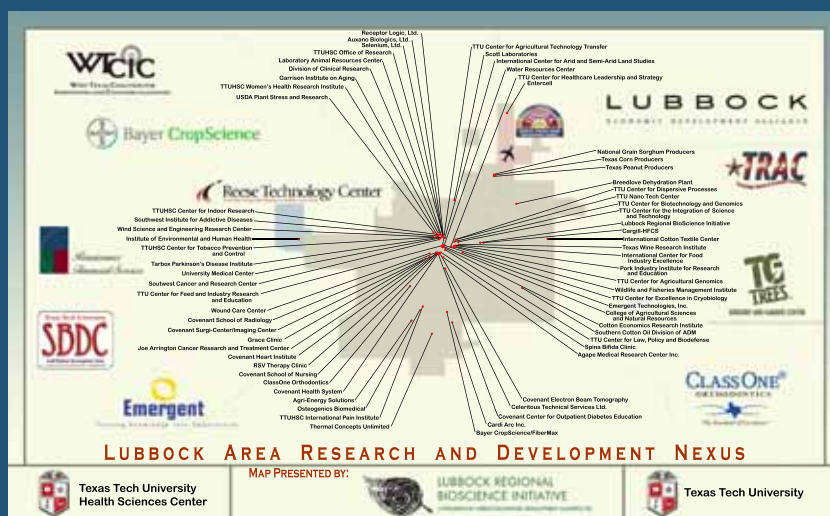
It serves to network companies and professionals in the West Texas region to bioscience communities across the U.S. and the globe. This program helps put our community in the global communication on technology and sustainability.

Hosting such events like the BioScience lunch forums featuring state, national and international speakers; the initiative helps in creating a learning and networking environment in the Lubbock community, keeping citizens and business up-to-date on trends in the industry.

One of this year's forum speakers, Jim Brazell, spoke on the importance of creating a personal wealth of knowledge on technological advances in many of the emerging technology industries.

In the past year, the BioScience Initiative and its director, Dale Gannaway, have helped many companies including Lubbock based ClassOne Orthodontics, Selenium Ltd., an Emergent Technologies, Inc. portfolio company, and Bayer CropScience, a world leading innovator in plant biotechnology.

As you can see from the map below, Lubbock serves as the nexus of research and development for the West Texas region. The BioScience Initiative works hard to bring it all together and allow it to grow in many directions.





BioScience Initiative Highlights

- Hosted 30 bimonthly BioScience lunch forums featuring state, national, and international speakers
- Responsible for the creation of the region's first private equity fund involving 39 investors from across West Texas (WesTech Ventures I - \$8 million fund)
- WesTech Ventures portfolio company (Receptor Logic, Ltd.) received a \$2 million Advanced Technology Program (ATP) grant in 2005 (the region's first from ATP)
- Catalyst for licensing of SeLECT anti-microbial technology (WesTech Ventures portfolio company technology) from Selenium, Ltd. to ClassOne Orthodontics, a Lubbock-based medical device manufacturer.

West Texas Coalition for Innovation and Commercialization

Partnerships breathe life into the work we do here at Lubbock EDA, they are what allow us to do all the things we do and they help in building a network of communication channels. The West Texas Coalition for Innovation and Commercialization (WTCIC) is a prime

example of the positive returns that come from strong partnerships.

Lubbock EDA was a founding partner of the coalition back in 2005 and has played a key role in this West Texas Regional Initiative. The WTCIC serves as a catalyst, utilizing regional community resources to create an environment that is conducive to regional industrial, intellectual, and educational wealth.

Through its regional partnerships, the WTCIC promotes regional growth and development, supports established companies and fosters innovation across West Texas.

In its first two years of existence, the WTCIC has been directly responsible for bringing \$6.85 million in funding to projects across West Texas.



Young Professionals of Greater Lubbock

Lubbock EDA is continually in search of creative ways to further expand operations and impact into the community. With over 35,000 college and university students within the city borders, we wanted to provide an outlet for those graduating and starting their professional careers to question, learn, and grow in their work and social lives.

Lubbock EDA founded Young Professionals of Greater Lubbock (YPGL) to aid in meeting the networking needs of young professionals and to also use their interest and talent to retain and attract other young professionals into the Lubbock business community.

Hosting such events as a leadership speaker series and starting a networking group this past year, YPGL added strength behind the mission to seek out and develop emerging leaders. Attract and retaining diverse young talent throughout the Lubbock region is central to the growth of the organization.

Lubbock EDA considers YPGL an investment to our community. Membership continues to grow and YPGL is providing a strong foundation for future leadership of Lubbock. There is a lot of interest in economic development from the young professional demographic. In a recent survey of 100 young professionals, 96% stated

that they want to participate in economic development. This is an encouraging find considering the contribution young skilled professionals can have in building a vibrant business climate and help bring a fresh approach and perspective on the city as a whole.

Overall, this past year was good for YPGL. It is starting to grow into an impactful organization in the business, political, and social circles in Lubbock. We look forward to helping this momentum carry into the 2007/2008 fiscal year.

BUSINESS NETWORKING GROUP
Young Professionals of Greater Lubbock

The group meets once per month to:
• Create and maintain relationships with other young professionals
• Discuss issues pertinent to young professionals' needs
• Foster development of personal and professional goals

Thursday, Sept. 13, 2007 6:00 p.m. Steins - 1406 Ave. Q.

6:00 p.m. Free food and informal networking
6:15 p.m. Welcome & introductions
6:30 p.m. "Unlocking Your Opportunities for Growth and Success" by Will Gunderson, Director of TTU's Entrepreneurship & Family Business Center
7:30 p.m. Wrap-up and discussion

Did You Know?
• The average price for a home in Lubbock is \$46,000, below the national average.
• The median travel time to work is 16 minutes, which is 27.4% less than the national average.
• One of the 25 largest employers in Texas are Texas Tech University and Covance Health Systems.

Why Join YPGL?
• Network with over 400 members who represent a variety of businesses and organizations from the region.
• Attend Lunch & Learn featuring speakers with diverse backgrounds and expertise. Topics include financial planning, leadership development, home building, and business development.
• Meet interesting people at local venues for food and entertainment.
• Gain insight about how to get involved in regional civic organizations.
• It's FREE!

Areas of Focus
• **2007 Lubbock** - Member Lubbock's quality of life to attract new residents and also identify who may be interested in moving. Communication methods include radio, TV, and print.
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• **2007 Lubbock** - Member Lubbock's quality of life to attract new residents and also identify who may be interested in moving. Communication methods include radio, TV, and print.

JOIN TODAY!
Contact Casey Harmon at (806) 723-8246 or casey.harmon@lubbockeda.org

2007 Lubbock EDA Golf Tournament

The Lubbock EDA Golf Tournament had its largest turnout with 130 players at the Rawls Golf Course on a beautiful September day.

This has proved to be a successful event for our organization. It gives us a chance to bring all of the people we work with throughout the year together and allow them to build relationships while on the greens.

A lot of networking was done and the first closure of a deal due to the tournament occurred between Highlander Poultry and Hurley Packaging.



Events such as these improve the business climate and aid in building useful communication channels within and between Lubbock industries. This is something we always look forward to because of how well it aligns with our goals.

RESOURCE: Lubbock Newsletter

Near the close of our fiscal year, we worked to develop a newsletter that would be another outlet to inform the public and keep them up-to-date on the progress of various projects.

Using a newsletter as an outlet will give us the opportunity to be personable with our audience. RESOURCE: Lubbock was put into action at the start of our 2007/2008 fiscal year.



The inaugural newsletter covered many of the same projects within this annual report from the 2006/2007 fiscal year. In the new fiscal year, the newsletter will be released on a quarterly basis with information on current projects and upcoming events.



Foreign Trade Zone 260 (FTZ 260)

FTZ 260 is centrally located in the US and offers companies the advantages of operating in the Texas friendly economy with the ease and speed of a congestion free environment.

Importing manufacturers and importer-distributors are now required, by business demands, to have sophisticated international procurement and supplier operations that can minimize in-house inventories while being able to supply their manufacturing and/or customer requirements

For importer/ distributor/ manufacturing businesses, a strategically located FTZ facility will give a business the ability to receive imported merchandise on an expected basis while allowing uninterrupted delivery from the FTZ-based facility to their factory or, in the case of the importer/ distributor, to their customer.

Cost effective, modern FTZ operations and inventory management software programs, along with refined U.S. Customs procedures, have created a better operating environment benefiting both business and customer.

In the past fiscal year, FTZ 260 has grown in rail coverage and authorized company operations. Supachill USA, Inc., a leader in the cooling/ freezing process for bio-medical and food industry application, was the first

authorized company for operations in the FTZ. Their main U.S. headquarters are now here in Lubbock, Texas at the Reese Technology Center. There are four other companies currently being considered for approval for FTZ/ SubZone tenants.

At the end of the fiscal year, Director of the FTZ, Warren Warner, was working diligently with the Reese Technology Center, investigating the possibility of establishing a regional road and rail transload facility.



VISIT LUBBOCK™



Communications

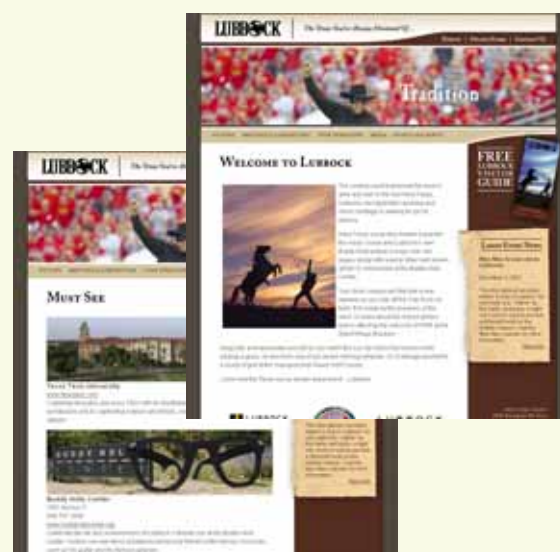
Overview

Visit Lubbock's Communications Department manages all advertising, marketing and public relations for Visit Lubbock, the Convention and Visitors Bureau. The department leads Visit Lubbock's design team to insure a consistent overall image of Lubbock for the travel industry. This includes placing and designing all advertisements in regional and national publications to gain the maximum amount of exposure and visitors to the area.

Public Relations is another area of expertise for the department, from writing press releases to organizing FAM (familiarization) tours that generate story ideas and tourism to Lubbock. The Communications Department also maintains VisitLubbock.org, and prints 200,000 Visitor Guides a year while assisting the Sales Department with promotional pieces to ensure that travelers visit the Texas they've always dreamed of.

Website

Visit Lubbock is always striving to stay ahead of the technology curve by providing travelers with current information through the award winning website VisitLubbock.org, recipient of the 2007 Gold Addy (American Advertising Federation) award.



Research shows that travelers want information in less than 5 seconds and they want to “see” more rather than “read” more. With that in mind, Visit Lubbock created an image driven website to increase interest and tourism awareness, including history and events held in Lubbock.

There were 1,503 visitor guide requests made to VisitLubbock.org, which marks a 16% increase over the previous fiscal year. Website traffic increased 8% to 322,312 visits, and visits per day increased 8% with an average of 882 visits per day. Returning visitors increased by 7%, or 3,031 per month.

Advertising

It is the Communication Department's goal to create and maintain an overall image that reinforces sales efforts and increases economic impact.

The total dollars spent in advertising publications was over \$161,000. This investment generated 24,311 inquiries at a cost per inquiry of \$6.25. The ad placement for the website TourTexas.com alone generated 4,092 total responses at a cost per inquiry of \$0.28.

Visit Lubbock chooses publications for advertisements based on recommendations that are a result of visitor research. The research provides information on where 'Texas travelers' live and why they want to come to Lubbock. The results are reflected in the list below.

Publications

See Texas First
Texas Highways
Texas Monthly
Texas State Travel Guide
TourTexas.com
Spirit Magazine

People
Texas/NM Journey
AAA Home & Away
Southern Living
Southern Traveler
Midwest Vacation Guide



Take In The Local Color! Artist Studio Tour November 10th & 11th



for more information VisitLubbock.org

LUBBOCK



Sales

The Sales Department is divided into two areas: sales and services. The sales area is responsible for visiting clients, making sales calls and generating the contacts needed to bring groups, conventions, reunions, weddings, meetings, sporting events and group tours to Lubbock. The services area is responsible for providing the necessary assistance when these groups arrive.

This shows that the Lubbock market has absorbed the increased supply of rooms with healthy increases in demand. In the 2006/2007 fiscal year, four new hotels were built in Lubbock, adding 312 rooms. These 312 rooms added an additional 113,800 available room nights. The annual occupancy rate for 2006 to 2007, as reported by Smith Travel Research, was over 61%

Events

Visit Lubbock hosted numerous conferences throughout the year, servicing a total of 165 events. Below is a selection of significant events for the City of Lubbock:

- The **World Cotton Conference** is hosted once every four years. Lubbock was the first city in the United States to host this conference. A total of 577 delegates from 39 countries participated. This conference showcased Lubbock on a local, national and

international media level, and was made possible with a significant and appreciated partnership with Texas Tech University.

- The **Bio-Energy Texas Conference** was held for the first time first conference in Lubbock in 2006. This conference has the potential of growing tremendously in the years to come. The coalition accelerates research and development, business development and the integration of renewable energy technologies and fuels in Texas.

- The **Texas Cotton Ginners Association** celebrated their 100th Anniversary in Lubbock with an astounding 2,500 delegates that generated \$167,574 in economic impact. The civic center showcased the latest cotton-ginning equipment with local, regional and national media coverage.

- The **NJCAA Baseball Tournament** was an extremely successful event for the city with teams from Midland, Clarendon, North Central Texas, Grayson, Hill, Temple, Odessa and New Mexico. This event brought 2,000 attendees with an economic impact of \$887,920.

- The **North American Society for Sports Historians** hosted their annual conference in Lubbock, marking the first time they have been to Texas since 1979. The conference was significant in its partnership with the Southwest Collection at Texas Tech University. It made local, regional, national and international media coverage.

- The **American Junior Golf Association** hosted their tournament at The Rawls Course, with teams represented from several states such as Colorado, Oklahoma, Florida, Arkansas, Arizona and California. In addition to the state and national media coverage this group had an economic impact of \$219,559.

Leisure/Group Tour:

Visit Lubbock's sales staff cultivated many relationships which have increased group leisure activities in Lubbock and the surrounding communities. These groups include: bank travel representatives, new ranch and agricultural attractions, local tour operators, regional historians, local agricultural experts and regional convention and visitors bureaus (CVB.) These partnerships are providing a foundation of cooperation to offer groups the travel product they are looking for in nature tourism, agriculture and western heritage.

Visit Lubbock's presence at national tourism conferences, such as American Bus Association (ABA) and National Tour Association (NTA), allowed the office to create itineraries with regional CVB's in West Texas. These itineraries are already being requested by tour operators and groups as far away as Poland and Belgium.

By attending faith-based travel conventions, the sales staff has made Lubbock's presence known within

the religious travel market, which is presently the fastest growing segment in tourism. Local partnerships have led to the discovery of faith-based travel attractions, which can now be offered to the religious travel market. These attractions provide the base for familiarization tours to Lubbock by religious travel planners.

The sales staff continues to work with local and regional attractions to provide developmental strategies and to assist with promotional opportunities to increase tourism to the Lubbock area.

Return on Investment

Convention Services

26,777 room nights were occupied at an estimated stay of 3.15 nights per attendee. This yielded 120,697 attendees with an average reported trip expense of \$322.88. This resulted in a direct economic impact of approximately \$8,645,757 from convention and meeting attendees.

Sports Services

45,092 room nights were occupied at an estimated stay of 2.27 nights per attendee. This yielded 59,594 attendees with an average reported trip expense of \$322.88. This resulted in a direct economic impact of approximately \$14,559,304 from sporting event attendees.



To Our Partners

Thank you to our community and regional partners for assisting Lubbock EDA and Visit Lubbock in providing the infrastructure and support needed to make Lubbock and West Texas prosperous and progressive. Our partners are the foundation for all that we do and your assistance is invaluable.

L U B B O C K
ECONOMIC DEVELOPMENT ALLIANCE

www.lubbockeda.org

VISIT LUBBOCK  TM

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