



LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE VISIT LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE VISIT
VISIT LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE VISIT LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE
ALLIANCE VISIT LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE VISIT LUBBOCK ECONOMIC DEVELOPMENT
DEVELOPMENT ALLIANCE VISIT LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE VISIT LUBBOCK ECONOMIC
2008 ANNUAL REPORT





Table of Contents	
Message from the CEO	X
Mission Statements	X
Organizational Chart	X
Board of Directors	X
Lubbock Economic Development Alliance Staff	X
Visit Lubbock Staff	X
Lubbock Economic Development Alliance	
Lubbock Business Park	X
Lubbock Rail Port	X
Business Recruitment	X
Business Retention	X
Workforce Development	X
Young Professionals of Greater Lubbock (YPGL)	X
Promotions	X
Foreign Trade Zone 260 (FTZ 260)	X
Visit Lubbock	
Communications Department	X
Sales Department	X
Lubbock Sports Authority	X
Closing Statements	X



Message from the CEO

The combined efforts of the Lubbock Economic Development Alliance (LEDA) and Visit Lubbock have truly paid off over this past fiscal year, resulting in business investments, job creation, increased tourism, and a better quality of life for those residing in Lubbock and the South Plains region. It is our commitment to continue to meet these demands of a growing business economy for our clients, our citizens, and the city of Lubbock as a whole.

Both LEDA and Visit Lubbock are highly resourceful organizations, working together in order to achieve organizational goals. LEDA strives to help businesses with every part of their development and expansion, while Visit Lubbock strives to generate high economic impact through the development of the convention and tourism industries.

We are here to serve you. Please do not hesitate to contact us and allow us to show you why we are your resource for success.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Lawrence", with a long, sweeping flourish extending to the right.

Gary Lawrence
Chief Executive Officer



Mission Statement

The mission of the Lubbock Economic Development Alliance is to promote economic growth by creating high-quality jobs, attracting new capital investment, retaining and expanding existing businesses, and improving Lubbock's quality of life.



Mission Statement

The mission of the Convention and Visitors Bureau is to use leisure activities, meetings, conventions and sporting events, among all other aspects of the travel industry, to create a positive economic impact in Lubbock.

Organizational Chart



The Lubbock Economic Development Alliance (LEDA) is a Texas non-profit, tax-exempt economic development corporation. LEDA 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, applicants must submit a written request for assistance providing the necessary information in order for the Board of Directors to become satisfied that the applicant and the project fall within the parameters of the Act, our corporate purposes, and the goals of the City of Lubbock. Each year, LEDA submits this report to the City of Lubbock for ratification and approval of our projects and activities throughout the year.



Board of Directors

David Alderson, Chairman <i>President and CEO, Alderson Enterprises</i>	Curtis Griffith <i>Chairman, City Bank</i>	Velma Medina <i>Realtor Associate, Coldwell Banker</i>
Tony Whitehead, Vice Chairman <i>Executive Vice President, American State Bank</i>	Van May <i>Consultant, Plains Cotton Cooperative Association</i>	Rob Meyer (Visit Lubbock) <i>Owner, Arbor Inn & Suites</i>
Mike McDougal <i>President, McDougal Properties</i>	John Baldwin, M.D. <i>President, Texas Tech University Health Sciences Center</i>	

Lubbock Economic Development Staff

Gary Lawrence <i>Chief Executive Officer</i>	Kenny McKay <i>Director of Business Retention</i>	Gary Hatfield <i>Research Coordinator</i>
Jana Johnston <i>Chief Financial Officer</i>	Terri Patterson <i>Director of Workforce Development</i>	Maggie Allen <i>Research Specialist</i>
Christine Allen <i>Accountant</i>	David Petr <i>Director of Marketing</i>	Linda Davis <i>Executive Assistant</i>
Marc Farmer <i>Director of Business Recruitment</i>	Gretchen M. Miller <i>Project Coordinator</i>	Rosalind Alexander <i>Administrative Assistant</i>

Visit Lubbock Staff

Marcy Jarrett <i>Executive Director</i>	Erica Perry <i>Sales Manager</i>	Ryan Callison <i>Online Media Coordinator</i>
Abie Cox <i>Director of Communications</i>	Leigh Martzall <i>Services Manager</i>	Deanna Walker <i>Services Coordinator</i>
Amy Zientek <i>Director of Sales</i>	Scott Harrison <i>Sports Manager</i>	Kathy Lennox <i>Visitor Information Specialist</i>
Lisa Grinstead <i>Sales Manager</i>	Josh Dill <i>Sports Sales Manager</i>	
Leslie Mathews <i>Sales Manager</i>	Diana LeMaster <i>Communications Coordinator</i>	

LUBBOCK

ECONOMIC DEVELOPMENT ALLIANCE

Lubbock EDA Financial Statements

For the fiscal year ending September 30, 2008

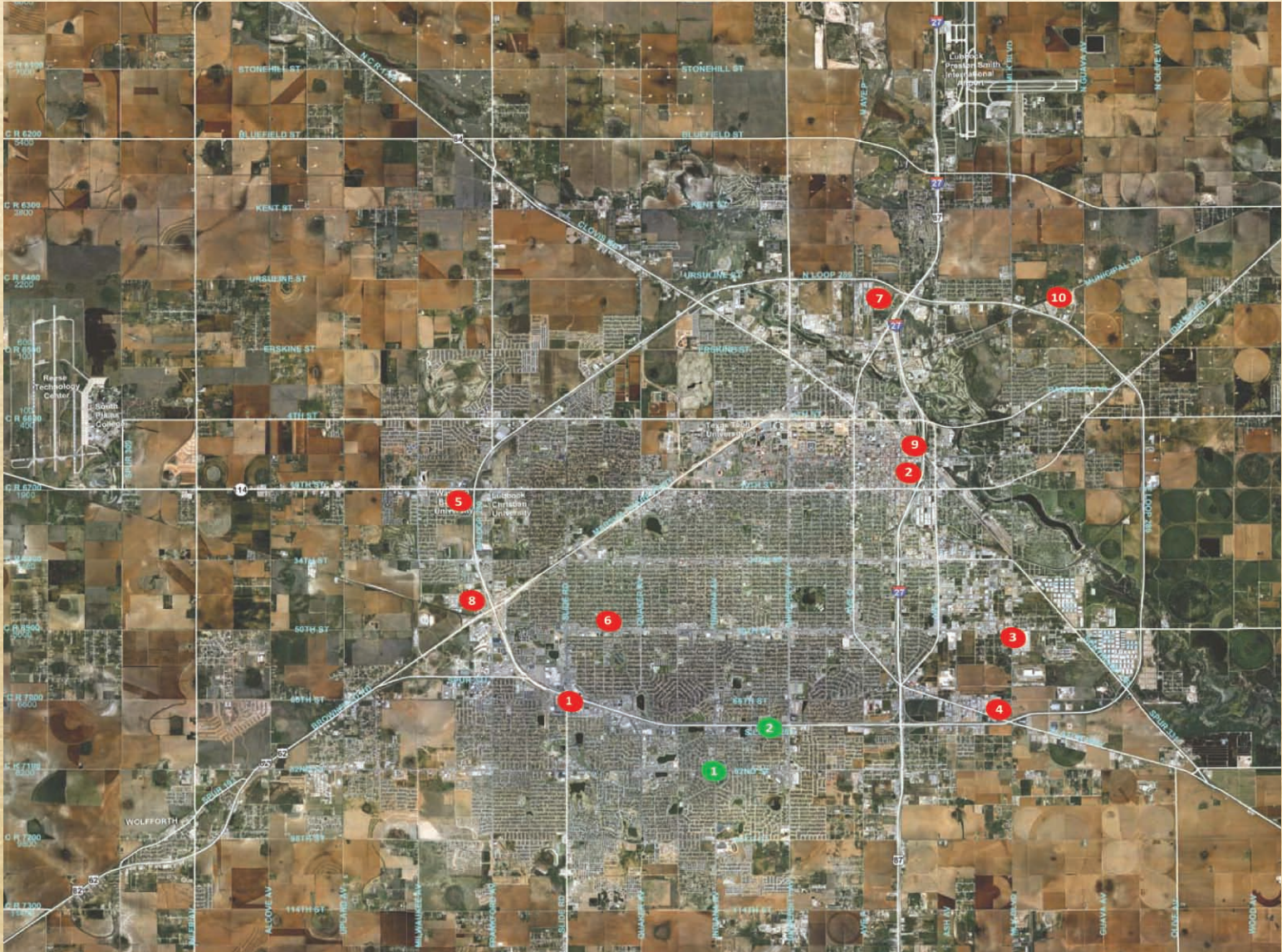
Fund Balance Sheet

Assets	
Cash and equivalents	\$3,620,198
Prepaid expenses	\$14,130
Accounts receivable	<u>\$776,154</u>
Total Assets	\$4,410,482
Liabilities	
Accounts payable	\$348,231
Accrued liabilities	\$38,238
Other current liabilities	\$16,929
Incentives and special projects payable	<u>\$116,150</u>
Total Liabilities	\$519,548
Fund Balance	
Incentive and special project contractual commitments	\$1,688,615
Unreserved, undesignated	<u>\$2,202,319</u>
Fund Balance	\$3,890,934
Liabilities and Fund Balance	<u>\$4,410,482</u>

Fund Statement of Revenues, Expenditures and Changes in Fund Balance

Revenues	\$14,580,680
Expenditures	<u>\$15,203,949</u>
Revenues over Expenditures	<u>\$<623,269></u>
Fund balance – beginning	<u>\$4,514,203</u>
Fund balance - ending	<u>\$3,890,934</u>

Incentive Investment Locations
Within the City of Lubbock



Board Commitments to the Lubbock Economy
Approved Performance Agreements, FY 2007-2008

	Map Value	Date Approved	Company	Number of Jobs	Years Paid Over	Job Incentive	Capital/Relocation Investment	Capital Investment	Total Incentive
2007	1	11/19/07	Café Venture Company	6	5	43,000	0	0	43,000
	2	11/19/07	Food Concepts International	43	5	215,500	0	0	215,500
2008	1	01/21/08	Osteogenics Biomedical	9	5	44,500	0	0	44,500
	2	03/17/08	McPherson Cellars, Inc.	7	5	26,000	0	1,400,000	1,426,000
	3	03/17/08	Vertical Turbine Specialists	35	5	101,500	0	50,000	151,500
	4	04/21/08	United Supermarkets	25	5	114,000	0	4,400,000	4,514,000
	5	04/21/08	VXI Global Solutions	329	5	562,000	0	2,500,000	3,062,000
	6	06/16/08	Kendrick Oil	7	5	37,500	0	0	37,500
	7	06/16/08	SemMaterials	11	5	38,000	0	14,000,000	14,038,000
	8	08/18/08	Flat Wireless, LLC	67	5	152,000	0	0	152,000
	9	08/18/08	Llano Estacado Winery	0	1	0	50,000	1,000,000	1,050,000
	10	09/15/08	Hurley Packaging of Texas, Inc.	50	5	70,500	50,000	11,400,000	11,520,500

Economic Impact of Lubbock EDA
Financial Incentives

Company	Fiscal Year 2004-2005			Fiscal Year 2005-2006			Fiscal Year 2006-2007			Fiscal Year 2007-2008			Total Incentive Investment	Total Economic Impact	ROI
	Number of Jobs Incented	Incentive Investment	Economic Impact Per Year	Number of Jobs Incented	Incentive Investment	Economic Impact Per Year	Number of Jobs Incented	Incentive Investment	Economic Impact Per Year	Number of Jobs Incented	Incentive Investment	Economic Impact Per Year			
Southwestern Bell Telephone, LLC	46	\$47,833	\$22,574,528	46	\$49,500	\$22,574,528	46	\$49,500	\$22,574,528				\$146,833	\$67,723,584	\$1 to \$460
eBank Systems	5	\$9,167	\$897,076	5	\$9,167	\$897,076	5	\$9,167	\$897,076				\$27,500	\$2,691,228	\$1 to \$97
Panhandle Deli				5	\$7,167	\$1,567,203	5	\$7,167	\$1,567,203	5	\$7,167	\$1,567,203	\$21,501	\$4,701,609	\$1 to \$218
Vertical Turbine Specialists				49	\$59,833	\$24,240,895	43	\$56,500	\$21,272,621	53	\$63,833	\$21,393,912	\$180,166	\$66,907,428	\$1 to \$371
Hurley Packaging of Texas, Inc.				9	\$15,000	\$5,679,470	9	\$15,000	\$5,679,470	9	\$15,000	\$5,679,470	\$45,000	\$17,038,410	\$1 to \$378
Module Truck Systems				38	\$17,500	\$25,109,782	38	\$17,500	\$25,109,782	34	\$15,750	\$19,105,674	\$50,750	\$69,325,238	\$1 to \$1,366
Stephen Joseph, Inc.				5	\$4,667	\$977,107				5	\$4,667	\$2,060,117	\$9,334	\$3,037,224	\$1 to \$325
Lighted Edge							15	\$7,000	\$4,701,610				\$7,000	\$4,701,610	\$1 to 671
Peerless Pump Company							3	\$4,333	\$1,484,136	3	\$4,333	\$1,484,136	\$8,666	\$2,968,272	\$1 to \$342
Incode							5	\$8,833	\$1,267,960	3	\$12,833	\$610,657	\$21,666	\$1,878,617	\$1 to \$86
Empire Paper Company							18	\$25,000	\$5,642,293	8	\$10,333	\$1,854,158	\$35,333	\$7,496,451	\$1 to \$212
Xanadoo, LLC							7	\$5,583	\$3,500,485	5	\$4,667	\$2,500,346	\$9,417	\$5,000,692	\$1 to \$531
Cash Register Services, Inc.							5	\$4,750	\$2,500,346	7	\$15,000	\$9,707,840	\$20,500	\$10,132,769	\$1 to \$494
Potato Specialty							3	\$5,500	\$424,929	12	\$16,166	\$2,781,237	\$31,833	\$6,855,966	\$1 to \$215
Humdinger Enterprises, Inc.							13	\$15,667	\$4,074,729	1	\$417	\$1,190,145	\$834	\$1,920,664	\$1 to \$2,302
Humdinger Equipment, Ltd.							1	\$417	\$730,519	15	\$12,333	\$10,957,796	\$24,666	\$21,915,592	\$1 to \$888
Bimbo Bakeries							15	\$12,333	\$10,957,796	6	\$3,000	\$2,356,772	\$3,000	\$2,356,772	\$1 to \$785
Mrs Bairds Bakeries										6	\$16,666	\$2,308,542	\$16,666	\$2,308,542	\$1 to \$138
Bahama Buck's										2	\$1,667	\$248,663	\$1,667	\$248,663	\$1 to \$149
J.L. Benton & Associates, LLC										1	\$2,000	\$465,461	\$2,000	\$465,461	\$1 to \$232
Enprotec/Hibbs & Todd, Inc.										3	\$6,666	\$939,134	\$6,666	\$939,134	\$1 to \$140
Ryan & Company, Inc.										2	\$2,333	\$432,392	\$2,333	\$432,392	\$1 to \$185
J & B Industrial Services, L.P.										8	\$7,000	\$4,284,868	\$7,000	\$4,284,868	\$1 to \$612
X-Fab										59	\$38,500	\$125,311,892	\$38,500	\$125,311,892	\$1 to \$3,254
Shearer's Foods										81	\$112,167	\$123,745,716	\$112,167	\$123,745,716	\$1 to \$1,103
Food Concepts										1	\$10,000	\$456,132	\$10,000	\$456,132	\$1 to \$45
Caprock Manufacturing, Inc.										4	\$5,700	\$1,903,901	\$5,700	\$1,903,901	\$1 to \$334
													Total	Total	Total

* Return on Investment – shows how much total economic impact results from every one dollar incented



Lubbock Business Park

This is an exciting time for LEDA and the City of Lubbock. With the development of the new Lubbock Business Park, companies now have the facility they have been looking for.



Only minutes away from the Lubbock Preston Smith International Airport (LBB), the newly developed Lubbock Business Park presents a matchless opportunity for commerce and industry. The 51-lot Business Park resides on 548 prime acres of West Texas and provides corporations with transportation advantages and first class infrastructure. The Business Park is in close proximity to the Foreign Trade Zone 260 (FTZ-260).

In January of 2009, O'Reilly Auto Parts and Standard Bag - WesTx Packaging Company will be the first to open their doors in the new Business Park, creating many jobs for the citizens of Lubbock and thus improving the quality of life for the region as a whole. With this begins a new chapter in the success of these two U.S. companies, the city of Lubbock, and the entire South Plains region.

It is the goal of LEDA to embark on a journey to improve the business environment and provide companies with the tools they need to achieve their organizational goals and objectives. With the opening of the new business park, LEDA is able to do just that.

Lubbock Rail Port



Located on over 300 acres only a few miles north of the Lubbock Preston Smith International Airport (LIA), the Lubbock Rail Port provides companies with convenient access to the airport, Foreign Trade Zone 260 (FTZ 260), and the Burlington Northern Santa Fe (BNSF) rail system. LEDA understands the importance of efficiency and effectiveness in today's business world and strives to meet these necessities with the Lubbock Rail Port. With Lubbock's central United States location and the expedient business facilities, transportation needs are easily met.

Mexico-based Molinos Anahuac (MACSA) has selected Lubbock for their new flour mill and laboratory. The growth of this asset signifies the growth of the manufacturing industry in the South Plains region.

Business Recruitment

The Business Recruitment division focuses on creating new jobs through the attraction of new business to the Lubbock area. This is accomplished through site selection assistance, preparation of proposals, development and coordination of partnerships with the business community, government officials, site selectors and others, extensive travel and implementation of marketing strategies.



Goals and Responsibilities

- Advertise and market through trade publications and public relations
- Establish and maintain relationships with the Governor's Office
- Gather available building and real estate development data
- Locate and establish relationships with site selectors and location specialists
- Network through site visits and the Texas Economic Development Council
- Recruit Corporate Headquarters



The Business Recruitment division at Lubbock EDA utilizes knowledge of regional resources, industry clusters and the business community to remain competitive within the market. In order to meet the demands and needs of national and international companies looking to expand or relocate, Lubbock EDA acquired land to develop both the Lubbock Business Park and the Lubbock Rail Port.



The efforts of the Business Recruitment division continue to bring in new companies to the Lubbock Business Park. With the addition of O'Reilly Auto Parts, Westx Packaging Company, and the new Department of Public Safety campus, the Business Park is well on its way to bringing in new business and employment opportunities.

However, this is not where Business Recruitment stops. This year, VXi Global Solutions, Inc. created 329 new jobs for the Lubbock community. VXi Global Solutions, Inc. began as a multicultural center specializing in Asian languages and soon expanded across the globe. As a leader in call center outsourcing, VXi works for many Fortune 1000 companies, such as DirecTV, AT&T, Western Union, and Verizon.



Lubbock EDA is committed to continue the efforts to sustain and increase the growth of the South Plains Region. Recruitment of new companies provides for the increase of high paying jobs, capital investment and overall economic impact to the community of Lubbock. Lubbock EDA's division of Business Recruitment is positioned to focus on the following industries (although not limited to) in the future: Manufacturing, Transportation/Logistics, Wind Energy/Clean Energy, Food Technology, Biotechnology and other emerging industries for Lubbock and West Texas.

Business Retention

The Business Retention program works with local companies to expand in Lubbock through capital investment, job incentives, and training programs. LEDA strives to help companies flourish in Lubbock. By using a variety of resources, LEDA offers a helping hand to local businesses looking to expand and thrive throughout the Lubbock area.

Goals and Responsibilities

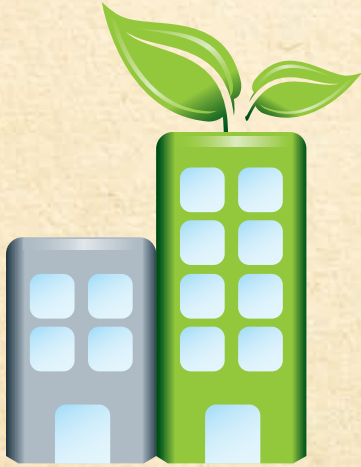
- Continue to build relationships with corporate headquarters
- Increase supplier base in Lubbock
- Serve as a liaison between businesses and the City of Lubbock
- Support networking among local businesses
- Support relationships between local businesses and Texas Tech University



This past fiscal year, the Business Retention program has done an excellent job in promoting our local businesses. Although there were many events that impacted the community, there were a couple of events in particular which caught the eye of the public.



LEDA welcomes the construction of a new, technologically advanced piece of green machinery at Hurley Packaging of Texas, Inc. Scheduled to come online in 2010, the machine will handle 30 tons of recycled paper a day in order to transform items such as old phone books into eco-friendly packing materials. Initially, the machine will produce egg crates for the retail and wholesale food industries. Currently, this type of machinery is being built in Lubbock, Canada, Germany, and New Zealand, making Lubbock a true pioneer in the industry. Not only does this project bring new technology to the area, but 50 new jobs will be created in order to help with Hurley’s expansion into this new venture.



In May, Tyler Technologies unveiled plans to begin construction of two new office buildings in West Lubbock. The INCODE Division plans to double in size within the next six years. Not only will these new buildings be a sign of growth in the Lubbock community, but the buildings themselves will be constructed using recycled construction debris and materials. It will also use an integrated energy management system, alternative refrigerants, non-odorous indoor construction materials, and automatic and solar-powered faucets.

McPherson Cellars, Osteogenics BioMedical, SemMaterials, and Vertical Turbine Specialists also added a combined total of 62 new jobs through their business expansion efforts.



LEDA strives to help the Lubbock community grow through local businesses, employers, and the opportunities presented each day. With this in mind, the Business Retention program works to develop and expand local companies and help them achieve their personal and organizational goals.

Workforce Development

Workforce Development is an essential tool to economic development. By collaborating with local and regional partners, providing network and support groups for industry clusters, and supporting workforce development projects, LEDA aims to help Lubbock support one of the most dedicated and knowledgeable workforce teams within the South Plains region.

Goals and Responsibilities

- Collaborate with local and regional partners
- Provide up-to-date data on and for the South Plains
- Provide networking and support groups for industry clusters
- Support workforce development projects
- Develop workforce proposals for business prospects
- Participate in site selector and business site visits
- Develop cutting-edge programs for business and industry



Community Workforce Partnership

This unique partnership includes community leaders, business professionals, workforce and economic development specialists who have come together in order to have an ongoing dialogue about workforce development programs for the South Plains region in an effort to increase coordination and collaboration between the many valuable workforce development programs for the region.

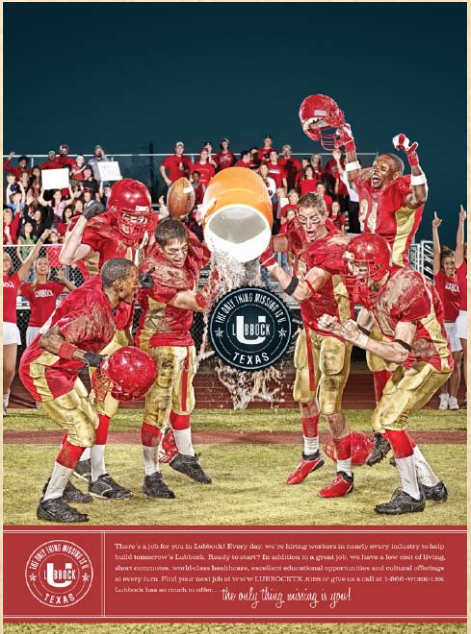
Industrial Manufacturing Certification Program

This year marks the second year of LEDA's participation in the Manufacturing Skills Standards Council (MSSC) certified Industrial Manufacturing Certification Program. Working together with the Byron Martin Advanced Technology Center (ATC), the Lubbock Independent School District (LISD), South Plains College (SPC), and Texas Tech University (TTU), the program provides a strong framework for students interested in the manufacturing industry.

National Marketing Campaign

LEDA has launched a creative national marketing campaign in order to connect job seekers with potential employers, create business growth, establish a new brand image, increase the civilian labor force; and retain high school, college, and university students. The campaign includes:

- Ads in Red Raider Monthly, Spirit Magazine, and other national and regional periodicals
- Airport dioramas
- Launch of www.lubbocktx.jobs website
- Radio commercials
- Regional job fairs
- Web banners
- 1-866-WORK-LBK toll-free phone number to connect job seekers with potential employers
- “The Only Thing Missing is U!” campaign logo



Career and Technology Association of Texas Award

The Career and Technology Association of Texas’ annual recognition program seeks “to promote excellence in career and technical education by recognizing individuals who have made extraordinary contributions to the field, programs that exemplify the highest standards and organizations that have conducted activities to promote and expand career and technical education programs”. Workforce Development received the statewide award at the Texas Career Education Conference Awards Ceremony on July 23, 2008, due to her accomplishments.

State of Texas “Best Practices” Awards:

- Workforce Best Practices Award - Honorable Mention
- Workforce Best Practices Award - 1st Place
- Workforce Best Practices Award - Merit Recognition

Foreign Trade Zone 260 (FTZ 260)

Foreign Trade Zone 260 (FTZ 260) is strategically located in the South Plains area in order to provide a central U.S. location for businesses looking to meet increasing trade demands. Cost-effective, modern FTZ operations and inventory management software programs with refined U.S. Customs procedures have created a better operating environment benefitting both the businesses and the customer.

As a result of business demands, importing manufacturers and importer-distributors are now required to have sophisticated international procurement and supplier operations that are able to minimize in-house inventories while being able to supply their customer and manufacturing requirements.



Advantages

- Expedited logistics where imports flow through the Port of Entry and directly to the Foreign Trade Zone. The importer eliminates all Port delays and U.S. Customs receives and admits these imports to the FTZ on-site.
- These imports enter the FTZ duty-deferred, resulting in significant cash flow savings for the FTZ-located operator. Import duties are paid only when the imports finally enter the U.S. Market.
- All import inventories allowed in FTZ are exempt from year-end local property taxes
- There are other import related taxes that are deferred, reduced, or exempt, depending on specific-use factors.

Community Benefits

- Increased employment
- Increased property tax values by encouraging capital investment in new facilities
- Allows the city of Lubbock and the entire United States to be more competitive in a world of international business



260
FTZ



Supachill USA, Inc., a major leader in the cooling and freezing process for the biomedical and food industries, was the first authorized company to conduct operations in the FTZ. Currently, there are two additional companies with pending applications for FTZ status, Holiday LiteSource, Inc. and Venus Decorative Hardware, Inc.

Young Professionals of Greater Lubbock (YPGL)

During an evaluation conducted by Angelou Economics, over 100 young professionals answered a survey indicating they would like to have a local organization to network and collaborate with peers. LEDA wanted to help start this organization in order to promote Lubbock, attract and retain young professionals, and utilize the talent and interest of young professionals as a resource to attract business. This organization further serves as a resource for existing businesses by providing a pool of young and talented potential employees.

Since its creation in the fall of 2005, YPGL has grown to nearly 600 active members. This group of civic-minded professionals sees Lubbock as a great place to live, work, and play. YPGL is dedicated to developing emerging leaders and attracting and retaining diverse young talent throughout the Lubbock region.



Active Board

Kelli Stumbo, Board Chair
Texas Tech University Student Regent

Alex Arzia

Katy Christy
Field, Manning, Stone, Hawthorne & Aycock, P.C.

Lindsay Cooper
Merrill Lynch

Gretchen M. Miller
Lubbock Economic Development Alliance

Kerri Schoonvelt
Family Life Radio

Committees

The WHY Committee markets Lubbock to soon-to-be graduates as well as alumni who may be interested in moving back to Lubbock through websites, job fairs, and other publicity. The HIRE Committee identifies opportunities to encourage local companies to create internships, hire, and promote new graduates and Lubbock young professionals. The ENJOY Committee organizes events as well as assists in the publicizing of community events that may be of interest to YPGL members.

Networking and Professional Development

Young Professionals of Greater Lubbock provides opportunities for networking and professional development, which include: First Tuesday Networking, Lunch & Learn, and social events. YPGL is also very committed to having its membership active within the Lubbock community. Volunteer opportunities are promoted to all members on a weekly basis. This year, YPGL supplied volunteers for the Cattle Baron's Ball. In the near future, YPGL will adopt Literacy Lubbock and the Lubbock Youth Core as two local non-profit organizations, by means of supporting them through volunteering and financial assistance.

Twenty under Forty Awards Program

2008 marked the second year of Lubbock's Twenty under Forty Awards Program. This exciting initiative aims to recognize outstanding individuals under the age of forty who exemplify leadership in their careers, while actively participating in the community. The 2008 honorees were announced at a special reception on Thursday, October 23rd, at the Texas Tech University Frazier Alumni Pavilion.

Gary Lawrence, Chief Executive Officer of LEDA, is proud of this initiative stating, "The 20 under 40 Awards Program is great recognition for the young professionals of the community of Lubbock. The recipients of this award are those that reflect strong leadership qualities and do what they can to make Lubbock an even better place to live and work".



Promotions

Annual Golf Tournament

In 2008, the 9th Annual LEDA Golf Tournament took place on September 29, 2008. A total of 34 teams and over 140 golfers participated in what was the largest attended outing yet in LEDA history. This appreciation event allows for networking opportunities between business partners in the Lubbock area, while assisting with Business Retention efforts.



Economic Forecast Event

The Lubbock business community is invited to this annual January event that highlights two distinguished speakers that portray the forecasts of the national and Lubbock economy. In years past, the featured speakers have included: Angelos Angelou of Angelou Economics, Chancellor Kent Hance of Texas Tech University, and Zanny Minton Beddoes of The Economist.

Pheasant Hunt

The 2007 4th Annual LEDA Pheasant Hunt was a huge success and provided for great exposure to Lubbock for our 25 out-of-town guests which included a hand-full of new site selectors. This year's event consisted of a fine steak dinner at the Wind Power Museum with entertainment by the Matt Martindale Band, an evening watching the Texas Tech Red Raiders Men's Basketball Team led by Coach Bob Knight defeat the Louisiana Tech Bulldog's, a competitive casino night at TTU's Skyviews Restaurant and two days of pheasant hunting.



The purpose of the annual pheasant hunt is to expose those interested in expansion and relocation to our wonderful city and region. It's a common theme in our community that if we can get them here, they will be interested in Lubbock. This is an opportunity for site selectors to learn about our community, network with local leaders, and have a great time.

VISIT **LUBBOCK**™



Market Lubbock, Inc. Financial Statements

For the fiscal year ending September 30, 2008

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

Fund Balance Sheet	MLI	LCVB	LSA	Total
Assets				
Cash and equivalents	\$243,000	\$697,054	\$132,568	\$1,072,622
Investments	\$100,408	–	–	\$100,408
Prepaid and deferred charges	\$508	\$84,412	\$882	\$85,802
Accounts receivable	–	\$273,205	\$86,637	\$359,842
Other receivables	\$1,241,924	–	–	\$1,241,924
Inventory	–	\$51,138	–	\$51,138
Restricted assets: Incentive advances	<u>\$5,000,000</u>	<u>–</u>	<u>–</u>	<u>\$5,000,000</u>
Total Assets	<u>\$6,585,840</u>	<u>\$1,105,809</u>	<u>\$220,087</u>	<u>\$7,911,736</u>
Liabilities				
Accounts payable	\$19,823	\$65,045	–	\$84,868
Accrued liabilities	\$4,430	\$177,102	\$4,418	\$185,950
Deferred revenues	\$5,000,000	–	–	\$5,000,000
Incentives and special projects payable	\$42,000	<u>–</u>	<u>–</u>	<u>\$42,000</u>
Total Liabilities	<u>\$5,066,253</u>	<u>\$242,147</u>	<u>\$4,418</u>	<u>\$5,312,818</u>
Reserved for:				
Incentive and special project contractual commitments	\$288,709	–	–	\$288,709
Inventory	–	\$51,138	–	\$51,138
Unreserved for:				
Designated for open convention and event offers	–	\$206,503	\$191,250	\$397,753
Unreserved, undesignated	<u>\$1,230,878</u>	<u>\$606,021</u>	<u>\$24,419</u>	<u>\$1,861,318</u>
Fund Balance	<u>\$1,519,587</u>	<u>\$863,662</u>	<u>\$215,669</u>	<u>\$2,598,918</u>
Liabilities & Fund Balances	<u>\$6,585,840</u>	<u>\$1,105,809</u>	<u>\$220,087</u>	<u>\$7,911,736</u>

Fund Statement of Revenues, Expenditures and Changes in Fund Balance

Revenues	\$4,244,221	\$1,990,761	\$642,516	\$6,877,498
Expenditures	<u>\$3,688,379</u>	<u>\$1,859,943</u>	<u>\$581,487</u>	<u>\$6,129,809</u>
Revenues over Expenditures	\$555,842	\$130,818	\$61,029	\$747,689
Fund balance – beginning	<u>\$963,745</u>	<u>\$732,844</u>	<u>\$154,640</u>	<u>\$1,851,229</u>
Fund balance - ending	<u>\$1,519,587</u>	<u>\$863,662</u>	<u>\$215,669</u>	<u>\$2,598,918</u>

Communications Department

The Communications Department for Visit Lubbock manages all advertising, marketing, and public relations. The Department also maintains the visitlubbock.org website and prints over 200,000 visitor guides each year while assisting the Sales Department with promotional pieces in order to ensure tourists visit the Texas they have always dreamed of.

Advertising

In order to ensure the maximum amount of positive exposure is obtained, the design team works to devise creative advertisements for local, regional, and national publications in order to reinforce sales efforts and increase overall economic impact. Publications are chosen from results of the Randall Travel Marketing Study in an effort to determine where Texas travelers live and why they want to visit Lubbock. Publications include:

- Home and Away magazine
- Midwest Vacation Guide
- People
- See Texas First Travel Insert
- Spirit Magazine
- Southern Living
- Southern Traveler
- Texas Highways
- Texas Monthly
- Texas/New Mexico Journey
- Texas State Travel Guide
- Tourtexas.com



In the past, Visit Lubbock has always provided advertising space for local businesses in the 64-page visitor guide. This past year brought new opportunity with the launch of the newly-designed, image-driven website, offering local businesses the chance to advertise for a small quarterly or annual fee.

Over \$277,955 were spent in advertising publications to generate 28,726 inquiries. The ad placement on the tourtexas.com website alone generated 3,658 total responses at a cost per point of \$0.50.

Public Relations

The Public Relations efforts increased over the past year by adding a public awareness campaign, sponsoring local events, and setting up a “Live in Lubbock” area on the website. Editorial space is very important when talking about Lubbock. It shows more credibility than an advertisement and gives travelers a personal feel about the area. Visit Lubbock hosted three travel writers this past year, resulting in 15 editorial stories equivalent to \$400,000 of free advertising space.

In the sports sector, public relations efforts include adding specific needs to individual events, such as medical cards, nightlife event sheets, and padded maps to the NCAA Regional Basketball Finals, hosted by Texas Tech University.

Website

Visit Lubbock is always trying to stay ahead of the technology curve by providing locals and tourists with current information through the award-winning website, visitlubbock.org. Over the past year, the website was revamped to provide a more image-driven experience. Website research shows Visitors want information in less than five seconds and they want to “see” the data rather than to read it. A new nightlife section and sections focused on sales and sports were added in order to provide more information to website guests. A meeting planner and a trip planner were also added to aid with scheduling, along with local media stations, such as KCBD, NewsChannel 11.



Through the website, there were 31,280 visitor guide requests, which marks a 5,239 increase over the previous fiscal year. Nearly 175 website visits take place each day.

Awards

Visit Lubbock received a 3rd place People’s Choice Award for Tourism Awareness in August 2008 from the Texas Association of Convention and Visitor Bureaus (TACVB).

Sales Department

During the 2008 fiscal year, Lubbock welcomed the new Hampton Inn & Suites on the West Loop. The Hampton Inn & Suites added an additional 80 rooms and 29,200 room nights to the Lubbock area. Over the course of the next fiscal year, Lubbock will anticipate the opening of the new Hawthorn Suites, the Overton Hotel & Conference Center, and several other properties.



Events

Visit Lubbock hosted over 225 conferences, meetings, and tours while servicing over 30,000 room nights.

Conventions

- National Taxidermists Association (NTA) chose Lubbock as the host city for their 2008 Annual Convention and Competition. Over 300 taxidermists and their families from across the United States traveled to Lubbock to attend seminars, learn new techniques, and compete in the NTA Annual Competition, which featured over 100 museum quality entries. Participants were treated to an evening at the National Ranching Heritage Center.
- County Treasurers Association of Texas hosted their 59th annual conference in October 2007. Over 125 County treasurers from across the state came to Lubbock in order to gather new information about their industry. The Association also chose to add their logo to the infamous red and black tote bag, which was passed out to participants.
- Texas State Future Farmers of America (FFA) Association held their 80th annual conference in July 2008. The United Spirit Arena hosted over 10,000 FFA members and guests. This year's convention marked several milestones for the FFA Association, including:
 - Over \$2 million in scholarships were awarded during the convention
 - Dr. Larry Case, Executive Director of the National FFA, attended the Convention for the first time
 - The Lubbock Host Committee raised over \$250,000, the largest amount ever raised by a Host Committee

Group Tours

- In March 2008, Lubbock was greeted by a tour group of British citizens. This group came to Lubbock after changing their itinerary to include the George Strait concert.
- Visit Lubbock also welcomed a group of 23 tourists from Belgium, who came to visit the agricultural facilities in the area.



Meet Lubbock

In an effort to become the Lubbock Chapter of Meeting Planners International, Meet Lubbock holds a quarterly luncheon with meeting planners and conducts weekly sales calls to Lubbock Independent School District, Region 17 Schools, Lubbock Christian University, Texas Tech University, Wayland Baptist University, as well as corporate offices throughout the city.

Return on Investment

30,975 room nights were occupied at an estimated stay of 3.29 nights per attendee. This yielded 15,003 attendees with an average reported trip expense of \$322.88. This resulted in a direct economic impact estimated at approximately \$10,001,208 from convention and meeting attendees.

Hotel Information

Visit Lubbock has a goal of maintaining 62% occupancy for the city of Lubbock. Occupancy for Fiscal Year 2007-2008 is 61.6%. This is an increase of 4.9% over Fiscal Year 2006-2007. This is calculated as a percentage of the rooms that are available in any given month.

Room rates for Fiscal Year 2007-2008, at \$73.10, are 6.8% higher than Fiscal Year 2006-2007. Proportionately, revenue per available room (RevPAR) increased 12.1% during Fiscal Year 2007-2008 to \$45.12. This number is calculated based on total revenue divided by all of the rooms in the supply, which also includes vacant rooms.

Lubbock Sports Authority

The Lubbock Sports Authority (LSA) manages and services all sporting events for Visit Lubbock, Inc., the Convention and Visitors Bureau, including events by the University Interscholastic League (UIL) and the National Junior College Athletic Association (NJCAA). For all events that bring in participants from outside the community, the LSA offers to:

- Enhance credibility of the event by providing an increased level of visible city and community support
- Assist with objectively assessing exact, specific event needs in order to determine if Lubbock is a suitable host destination
- Check potential event dates against master calendars to conclude there are no conflicting events pending or currently scheduled
- Request room blocks and rates for consideration
- Assist with the evaluation of facility needs and final selection
- Work with the client to provide professionally prepared event hosting proposals and presentations
- Host site inspections by governing body
- Provide experienced, objective, and professional assistance in planning events
- Use existing relationships with sponsors and vendors to package events with other sports events to enhance the overall level of attractiveness
- Market the event to increase the number of participants and spectators
- Provide city maps, visitors guides, and event-specific restaurant guides for participants and spectators



For the Lubbock Sports Authority, servicing the event from the time it arrives within city limits until it departs is all part of the package. During this successful year, the LSA has exceeded its original servicing goal, hosted the largest Texas Bowling Tournament, and built a relationship with Texas Tech and the NCAA. The LSAs involvement in public relations is a recent expansion of the department.

Press releases advertising events to the public, the organization of event volunteers, and the promotion of local awareness through advertisements, sponsorships, and the distribution of Visit Lubbock products, are only a few of the responsibilities of the public relations sector. The LSA continues to advertise in a variety of magazines and sporting event programs in order to show support of the industry, such as:

- College Baseball Hall of Fame Program
- Gator Bowl Program
- Southwest Softball
- Sports Destination
- Texas Six-Man All-Start Program

Events and Economic Impact

Event	Room Nights	Economic Impact
Buffalo Springs Lake Triathlon	4,479	\$1.46 million
Caprock Holiday Basketball Tournament	2,350	\$758,768
NJCAA Region V Baseball	2,480	\$800,742
Texas Six-Man All-Star Games	2,990	\$965,411
Texas State USBC Women’s Bowling Championship	2,890	\$933,123
Tumbleweed Volleyball	2,886	\$931,832
UIL Regional Cross Country	1,975	\$637,685
Total	20,050	\$6,487,561

Closing Statements

Through the years, the Lubbock Economic Development Alliance (LEDA) and Visit Lubbock have worked together to provide a better quality of life for Lubbock and her citizens by promoting economic growth through job creation, new capital investment, promotion of local businesses, sporting events, and tourism. LEDA and Visit Lubbock are proud of their accomplishments. Over the next year, both organizations will strive to achieve and surpass their company goals.

This next fiscal year brings new opportunity to Lubbock. LEDA has already begun to take steps towards a promising future. Our National Marketing Campaign continues to develop with new ideas each and every day, helping to provide a strong workforce for the Lubbock community. Business Retention efforts strive to support our local business community. With the new Business Park and Rail Port set in place, new industry has never had a better opportunity than Lubbock, Texas. LEDA is determined to bring the absolute best to the table.

Even though the national economy is taking a hit, Visit Lubbock aims to grow in advertising and marketing, hotel room bookings, and sporting events. The Sales Department has already booked 12,500 hotel rooms for FY 2008 – 2009 and the Lubbock Sports Authority has already scheduled 135 events for servicing at time of publication. The VisitLubbock.org website continues to grow in order to better inform the interested traveler of this great city and cater to their needs.

We owe our success to the Lubbock community and our regional partners. Without their assistance, what we do would not be possible.

L U B B O C K
E C O N O M I C D E V E L O P M E N T A L L I A N C E

VISIT LUBBOCK
The logo features the word "VISIT" in a vertical orientation to the left of "LUBBOCK". The letter "O" in "LUBBOCK" is replaced by a circular emblem containing a silhouette of the state of Texas with a five-pointed star in the upper left corner. A small trademark symbol (TM) is located at the bottom right of the word "LUBBOCK".