WE WANT PEOPLE TO COME TO LUBBOCK WHETHER THEY ARE PERSPECTIVE STUDENTS OR HERE TO ATTEND VARIOUS EVENTS, AND WE WANT THEM TO HAVE A GREAT EXPERIENCE. IT DOESN’T JUST COME FROM WHAT WE DO HERE AT TEXAS TECH, BUT IT COMES THROUGH THE SUPPORT OF AGENCIES LIKE LEDA, VISIT LUBBOCK AND LUBBOCK SPORTS.

M. Duane Nellis, Ph.D., President of Texas Tech University
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MESSAGE TO OUR STAKEHOLDERS

It has been my honor and privilege to serve on the boards of LEDA and Market Lubbock/Visit Lubbock for the past eight years, the last two as chairman. I have served alongside two outstanding Boards of Directors made up of men and women from our community that share a commitment to public service and a love for Lubbock. Our boards are grateful for the team of tremendous professionals that make up LEDA and Market Lubbock/Visit Lubbock management. These fellow citizens represent our community every day in places near and far. Take it from me when I say we are very well represented. Without the efforts of these fine individuals on a daily basis, none of the results you will read about in the coming pages would have been possible.

Over the past two decades, the citizens of Lubbock have asked for more economic growth and opportunities. LEDA fulfills that purpose by attracting and growing high quality jobs and investments in our community. As you will see in this report, 2014 was no exception. Through assistance to industries as varied as shaved ice to advanced cancer detection technologies, we work with local businesses or new businesses to provide better job opportunities for Lubbock residents. Thank you Lubbock for having that vision and courage long ago. As the world grows smaller and smaller through technological innovations, the need for continued focus on local economic development is more critical than ever.

As you encounter visitors to Lubbock, I am sure you have heard that it’s sometimes difficult or near impossible to find a hotel room. That’s basically the job of Visit Lubbock and Lubbock Sports. We put “heads in beds” as the industry likes to say. I am constantly amazed at the variety of groups and events that Lubbock hosts year-round. Whether it’s a regional flag football championship, an annual state convention or a National Sanshou Tournament, the Visit Lubbock and Lubbock Sports Teams seek out groups looking for a location to hold their event. The “tax relief per household” these visitors provide can be found in the following pages. It’s significant and a good reason to say a personal thank you when you see visitors in our city.

Both LEDA and Market Lubbock/Visit Lubbock compete with other cities in Texas and in other states for jobs and tourist dollars. We know efforts must continue to improve our city, its facilities, infrastructure and workforce in both size and quality. We must have well-defined, objectively administered programs to encourage the kinds of jobs and capital investment needed to provide the best possible Lubbock experience for each and every visitor to our great city. We also know we must be good stewards of the tax dollars entrusted to us and work to multiply those dollars by growing businesses and household incomes in our community. LEDA and Market Lubbock/Visit Lubbock are fully committed to those objectives.

Thank you for taking a few minutes to celebrate with us the results outlined in this report. These are not LEDA’s or Market Lubbock/Visit Lubbock’s results, they are OUR results, each and every citizen of Lubbock, Texas.

Mike McDougal, Chairman of the Board
The importance of partnerships has been a central goal of each organization throughout the year. It’s because of our partners that we are able to ensure short- and long-term success in the Lubbock community.

To jump start the year, the LEDA Team began work with TIP Strategies, an economic development consulting firm, on an economic development strategic plan for Lubbock. We analyzed target industry clusters and also identified a number of key economic development issues in the Lubbock region. We’re excited to officially kick off the implementation of the new strategic plan with the Lubbock Economic Forecast Luncheon.

Earlier this year, LEDA announced plans to grant the Lubbock Independent School District and Byron Martin Advanced Technology Center $30,000 to purchase additional equipment for their district manufacturing program. This equipment was necessary to allow more students to have access to the program, which will also grow our labor pool and provide students with the opportunity to live and work in Lubbock upon graduation.

We are excited to have significantly grown our partnerships with both Texas Tech University and the Texas Tech University Health Sciences Center (TTUHSC). We know there is a shortage of nurses graduating locally, and to help combat this, LEDA is partnering financially with TTUHSC’s School of Nursing as they seek to provide a functional curriculum model with the help of a grant created by the Texas Higher Education Coordinating Board. On the same token, we continue to enhance our partnership with Texas Tech University through discussions about developing a new culture of entrepreneurship and commercialization. We also recently collaborated with the university, the Lubbock Chamber of Commerce, Workforce Solutions South Plains and the Society of Human Resource Management to conduct an online wage and benefit survey to better understand the marketplace.

In an effort to form a long-term partnership with future visitors to Lubbock, the Visit Lubbock Team recently launched a brand new website. This new site is very comprehensive for both the leisure traveler and meeting and event planner and allows visitors to connect with Lubbock in an interactive and vibrant manner.

As you are probably aware, Lubbock frequently draws in athletic tournaments and events thanks to our amazing weather and unmatched hospitality. In order to bring high-profile sporting events to Lubbock, our partnership with the Texas Tech University and Lubbock Christian University athletic departments has remained steadfast. As we continue to attract more high profile events, this will also provide an opportunity to discuss new venues and facilities to better fit big groups’ needs.

Before I close, I would like to give a heartfelt thank you to Mike McDougal and Rob Meyer for serving many, diligent years on our board. Without their supervision, guidance, support and of course, partnership, LEDA and Visit Lubbock would not be where we are today. We appreciate and applaud the tremendous number of hours they have given each organization in an effort to improve and enhance our community.

Thank you all for helping to bring success and vision to Lubbock where the future remains brighter than ever. As always, my door is open to hear your thoughts and suggestions on how we can work to develop an even stronger, more prosperous Lubbock.

John Osborne, President and Chief Executive Officer
The Lubbock Economic Development Alliance (LEDA), Market Lubbock, Inc., Visit Lubbock and Lubbock Sports work to fulfill the core of their mission of creating economic stimulus to the economy of Lubbock. Each entity works in their specific way to promote Lubbock as an advantageous location that will more than fit the needs of growing businesses, meeting planners, sports planners and leisure travelers.

LEDA’s mission is to promote economic growth by creating high quality jobs, investing in new capital improvements and improving Lubbock’s quality of life. LEDA accomplishes its mission by developing relationships with corporations and individuals across the region, state, nation and world in an effort to inform and educate them about Lubbock’s business-friendly environment and skilled, qualified workforce.

Market Lubbock Economic Corporation was created in 1995 with the approval of the Lubbock City Council for the purpose of promoting, assisting and enhancing economic development in the city. The legislation under which Market Lubbock, Inc. was incorporated provides Lubbock with broader opportunities to attract new job producing investments.

Visit Lubbock’s purpose is to grow the local economy by attracting and hosting meetings, conventions and conferences, as well as leisure or attraction-driven visitors. The dollars spent by visitors benefits our local citizens by reducing their tax burden.

Lubbock Sports is responsible for helping to attract and host sporting events and sports-related meetings that act as an economic development tool for Lubbock. The dollars spent by sports-related visitors benefits our local citizens by reducing their tax burden.
BOARD & STAFF

BOARD MEMBERS

Mr. Mike McDougal  
Chairman of the Board,  
President of McDougal Companies

Mr. David Sharbutt  
Vice Chairman of the Board,  
Investor

Mr. Tim Collins  
Owner of Collins Tile Company

Mr. Calvin Davis  
District Director for U.S. Small Business Administration

Mr. Les Eubank  
President of PlainsCapital Bank

Mr. Jim Gilbreath  
Owner of Gilbreath Property Co., L.C.

Ms. Sandy Henry  
President of Science Spectrum & OMNI Theater

Mr. Rob Meyer  
General Manager of Arbor Inn & Suites

Dr. Lance Nail  
Dean of Jerry S. Rawls College of Business Administration at Texas Tech University

Mr. Lance Peters  
Vice President of Sales at Craftsman Printers, Inc.

LEDA & VISIT LUBBOCK STAFF

Mr. John Osborne  
President and Chief Executive Officer

Ms. Jana Johnston  
Chief Financial Officer

Ms. Holly Givens  
Director of Marketing & Communications

Mr. Daniel Horsch  
Interactive Marketing Coordinator

Ms. Alyssa Kitten  
Communications Coordinator

Mr. Chris Rios  
Multimedia Graphic Designer

Ms. Katy Christy  
Accountant, Human Resources Manager

LEDA STAFF

Mr. Kenny McKay  
Director of Business Retention

Ms. Christine Allen  
Director of Workforce Development & Foreign-Trade Zone 260

Mr. Mike Hatley  
Director of Business Recruitment

Ms. Carolyn Rowley  
Project Manager, Business Recruitment

Ms. Linda Davis  
Executive Assistant

Ms. Rosalind Alexander  
Administrative Assistant

VISIT LUBBOCK STAFF

Ms. Amy Zientek  
Director of Sales

Ms. Lisa Grinstead  
Sales Manager

Ms. Andrea Bodine  
Sales Manager

Ms. Leigh Martzall  
Sales Manager

Ms. Amber Pennington  
Services Manager

Ms. Kourtney Sodd  
Services Manager

Mr. Scott Harrison  
Sports Director

Mr. Cris Rohrer  
Sports Sales Manager

Ms. Christina Irizarry  
Visitor Information Specialist
The teams at LEDA, Visit Lubbock and Lubbock Sports have spent a busy year promoting Lubbock, hosting events and making plans to continue their successes into the 2014-2015 fiscal year. Efforts spent on creating new jobs and salaries, hosting conventions, meetings and sporting events and tourism promotion continue to result in Lubbock being one of the top cities for growing businesses and travel in Texas.

377 Total Jobs
$5,065,120 Annual Payroll of Incented Jobs
$60,908,784 Total Economic Impact

280 Conventions & Events
39,605 Room Nights
$12,392,405 Total Economic Impact

165 Sporting Events
127,998 Room Nights
$40,050,574 Total Economic Impact

“I WISH MORE PEOPLE KNEW HOW CRITICAL LEDA AND VISIT LUBBOCK ARE TO THE SUCCESS, GROWTH AND PROSPERITY OF OUR CITY.”

Connie Wharton, Vice Chairman of Centennial Bank
### ANNUAL IMPACT OF LEDA/MARKET LUBBOCK, INC. LOCATIONS

<table>
<thead>
<tr>
<th></th>
<th>2013/14</th>
<th>Total (since 2004)</th>
<th>Average (since 2004)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Locations</td>
<td>8</td>
<td>129</td>
<td>12.9</td>
</tr>
<tr>
<td>Total Jobs*</td>
<td>377</td>
<td>5,717</td>
<td>571.7</td>
</tr>
<tr>
<td>Avg. # Jobs/Location</td>
<td>47.1</td>
<td></td>
<td>44.3</td>
</tr>
<tr>
<td>Total Capital Investment</td>
<td>$24,279,000</td>
<td>$417,206,235</td>
<td>$41,720,624</td>
</tr>
<tr>
<td>Total Incented Annual Wages</td>
<td>$5,065,120</td>
<td>$145,577,082</td>
<td>$14,557,708</td>
</tr>
<tr>
<td>Avg. Annual Wage of Incented Jobs</td>
<td>$34,224</td>
<td></td>
<td>$38,932</td>
</tr>
<tr>
<td>Total Annual Economic Impact**</td>
<td>$60,908,784</td>
<td>$1,114,538,220</td>
<td>$111,453,822</td>
</tr>
<tr>
<td>Avg. Economic Impact/Job Created</td>
<td>$161,562</td>
<td></td>
<td>$194,952</td>
</tr>
<tr>
<td>Avg. Economic Impact/Location</td>
<td>$7,613,598</td>
<td></td>
<td>$8,639,831</td>
</tr>
<tr>
<td>Number of Jobs Created/Jobs Incented</td>
<td>2.5</td>
<td>17.7</td>
<td>1.8</td>
</tr>
<tr>
<td>Every $1 committed to incentives generates an economic impact of</td>
<td>$84</td>
<td>$640</td>
<td>$64</td>
</tr>
</tbody>
</table>

* Jobs represent number of jobs created once project is fully operational.
** Economic impact represents total economic output, which was estimated using RIMS II multipliers and project employment earnings.

### ANNUAL IMPACT OF VISIT LUBBOCK (CVB & LUBBOCK SPORTS)

<table>
<thead>
<tr>
<th></th>
<th>2013/14</th>
<th>Total (since 2004)</th>
<th>Average (since 2004)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Conventions or Events</td>
<td>445</td>
<td>4,024</td>
<td>402.4</td>
</tr>
<tr>
<td>Total # of Room Nights</td>
<td>167,603</td>
<td>1,111,173</td>
<td>111,117.3</td>
</tr>
<tr>
<td>Avg. # of Room Nights/Convention or Event</td>
<td>377</td>
<td></td>
<td>276.1</td>
</tr>
<tr>
<td>Total Estimated Attendees</td>
<td>502,851</td>
<td>3,337,921</td>
<td>333,792</td>
</tr>
<tr>
<td>Avg. # Attendees/Convention or Event</td>
<td>1,130</td>
<td></td>
<td>844</td>
</tr>
<tr>
<td>Total Economic Impact***</td>
<td>$52,442,979</td>
<td>$349,804,769</td>
<td>$34,980,477</td>
</tr>
<tr>
<td>Total Cumulative Economic Impact</td>
<td>$349,804,769</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avg. Economic Impact/Convention or Event</td>
<td>$117,849</td>
<td></td>
<td>$86,930</td>
</tr>
<tr>
<td>Avg. Economic Impact/Room Night</td>
<td>$313</td>
<td></td>
<td>$315</td>
</tr>
<tr>
<td>Avg. Economic Impact/Attendee</td>
<td>$104</td>
<td></td>
<td>$104.80</td>
</tr>
<tr>
<td>Avg. Amount of Incentives/Convention or Event</td>
<td>$1,495</td>
<td></td>
<td>$1,299</td>
</tr>
<tr>
<td>Avg. Amount of Incentives/Room Night</td>
<td>$3.97</td>
<td></td>
<td>$4.69</td>
</tr>
<tr>
<td>Avg. Amount of Incentives/Attendee</td>
<td>$1.32</td>
<td></td>
<td>$1.59</td>
</tr>
<tr>
<td>Every $1 committed to incentives generates an economic impact of</td>
<td>$78.82</td>
<td></td>
<td>$67.87</td>
</tr>
<tr>
<td>Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock</td>
<td>$3,996.71</td>
<td>$444.08</td>
<td></td>
</tr>
</tbody>
</table>

*** Includes only direct impact as computed using the 2013 economic impact study by Destination Analysts.
CURRENT PROSPECTS AS OF AUGUST 31, 2014

NEW PROSPECTS IDENTIFIED

PROSPECTS BY REFERRAL

VISIT LUBBOCK/LUBBOCK SPORTS

<table>
<thead>
<tr>
<th>Referral Type</th>
<th>Q1 2013/14</th>
<th>Q2 2013/14</th>
<th>Q3 2013/14</th>
<th>Q4 2013/14</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ally Referral</td>
<td>7</td>
<td>21%</td>
<td>31%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Tradeshow</td>
<td>20</td>
<td>25%</td>
<td></td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Rebooking</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td>30%</td>
</tr>
<tr>
<td>Direct Calls</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Marketing Calls</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td>24%</td>
</tr>
</tbody>
</table>

Total 96

LEDA

<table>
<thead>
<tr>
<th>Referral Type</th>
<th>Q1 2013/14</th>
<th>Q2 2013/14</th>
<th>Q3 2013/14</th>
<th>Q4 2013/14</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Calls</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Allies</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Direct Calls/Website</td>
<td>33</td>
<td></td>
<td></td>
<td></td>
<td>33%</td>
</tr>
<tr>
<td>Office of Economic Dev.</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
</tr>
</tbody>
</table>

Total 61
### PROSPECTS BY NAICS* CODE

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Products Manufacturing</td>
<td>9</td>
<td>5%</td>
</tr>
<tr>
<td>Textile Mills</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Printing &amp; Related Support Activities</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Wood Product Manufacturing</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Chemical and Pharmaceutical Mfg.</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Rubber &amp; Misc. Plastics Manufacturing</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Fabricated Metal Product Manufacturing</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Industrial Machinery Manufacturing</td>
<td>7</td>
<td>11%</td>
</tr>
<tr>
<td>Electrical and Measuring Equipment Mfg.</td>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>Transportation Equipment Manufacturing</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Misc. Manufacturing</td>
<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>Merchant Wholesalers, Durable Goods</td>
<td>4</td>
<td>7%</td>
</tr>
<tr>
<td>Merchant Wholesalers, Non-Durable Goods</td>
<td>10</td>
<td>16%</td>
</tr>
<tr>
<td>Insurance Carriers</td>
<td>5</td>
<td>8%</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Technical Services</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Management of Companies</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Administrative &amp; Support Services</td>
<td>5</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
<td></td>
</tr>
</tbody>
</table>

* North American Industry Classification System (NAICS)

### PROSPECTS BY MARKET

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association</td>
<td>20</td>
<td>23%</td>
</tr>
<tr>
<td>Corporate</td>
<td>6</td>
<td>7%</td>
</tr>
<tr>
<td>Education</td>
<td>9</td>
<td>10%</td>
</tr>
<tr>
<td>Group Travel</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>Religious</td>
<td>32</td>
<td>36%</td>
</tr>
<tr>
<td>Reunion</td>
<td>4</td>
<td>5%</td>
</tr>
<tr>
<td>Social or Fraternal</td>
<td>9</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>88</strong></td>
<td></td>
</tr>
</tbody>
</table>

### PROSPECTS BY SPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf</td>
<td>1</td>
<td>13%</td>
</tr>
<tr>
<td>Running</td>
<td>3</td>
<td>38%</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8</strong></td>
<td></td>
</tr>
</tbody>
</table>
WE KNOW THE IMPACT THAT LEDA HAS HAD ON OUR BUSINESS, STAFF AND TEAM, BUT WE ALSO SEE THE COMMUNITY IMPACT AND GLOBAL PICTURE. STAYING IN LUBBOCK HAS BEEN ONE OF OUR CHAMPION MOVES, AND WE’RE GRATEFUL THAT LEDA PROVIDED THAT OPPORTUNITY.

Blake Buchanan, President and CEO of Bahama Bucks
LEDA continues to seek out businesses that will not only diversify Lubbock’s industry composition, but those that will have a positive impact within the community through their products and services, as well as by employing local residents and graduates and providing valuable workforce training.

For the upcoming fiscal year 2014-2015, LEDA plans to target the following industries (but not limited to): Headquarters, Manufacturing, Research and Alternative Energy.
BAHAMA BUCKS, a company providing shaved ice flavors since 1990, is on a major growth trend and plans to add 63 new stores across the country in the next three years. The company decided to merge their manufacturing, distribution, office and headquarters under one roof in Lubbock after reviewing other locations across the country.

Bahama Bucks will add 81 new jobs at their headquarters over the next few years, with nearly $3 million in capital investment and annual salaries of $3,060,000.

KIROMIC is a company that was created by medical physicians from Texas Tech University Health Sciences Center after they developed an FDA approved diagnostic kit for early stage cancer detection. The company continues to create a robust diagnostic and therapeutic program for solid tumors and hematologic malignancies.

The LEDA Team is thrilled that Kiromatic not only spun out of Texas Tech University Health Sciences Center but is paving a way for entrepreneurship in the Lubbock community.

NATIONAL PUMP, a company specializing in manufactured pumps for specific needs and conditions of their clients, purchased American Turbine Pump and will combine operations at the American Turbine Pump location on the Clovis Highway.

This expansion will add 32 new jobs with annual salaries of around $1.1 million and will result in $4.3 million in new capital investment.
TIMEFORGE was founded in 2004 and creates, sells and delivers online labor management software for the retail, food service and hospitality industries. The company plans to expand in Lubbock at a new facility on 74th Street and University Avenue.

TimeForge will create approximately $165,000 in new capital investment over the next few years and will hire 63 new employees with annual salaries of $2.4 million.

X-FAB is the world’s largest analog/mixed-signal foundry group manufacturing silicon wafers for mixed-signal integrated circuits. Lubbock is home for this global company’s U.S. operations. In order to remain competitive and keep X-FAB in the “Hub City,” LEDA works closely with X-FAB and fully supports their efforts to diversify into the next wave of technologies.

As a result, X-FAB will create $15 million in new capital investment in Lubbock to modernize their plant and make it more viable for the next 20 to 30 years. This upgrade will help them remain on the forefront of the latest industry technologies.

"IT’S REMARKABLE WHAT LEDA HAS BEEN ABLE TO BRING TO LUBBOCK OVER THE LAST 10 OR 15 YEARS. THEY ARE THE NO. 1 FLAG BEARER FOR US IN JOB EXPANSION."

Barry Orr, CEO of FirstBank & Trust
“DRILLING DOWN: II & III” OIL & GAS CONFERENCES
LEDA, Texas Tech University and the Permian Basin Petroleum Association partnered together again to host two more oil and gas conferences in Lubbock – one in October 2013 and the other in June 2014. The purpose of the conferences was to inform citizens and business owners about the industry and its potential impact on Lubbock. The October 2013 conference sold out and featured 12 speakers discussing topics such as natural resources, legislative issues and human resources. The June 2014 conference was a half-day event and featured four renowned speakers in the industry, who discussed challenges and growth opportunities for the area. Due to the success of all three events, LEDA plans to host another educational event in the next fiscal year.

LEDA PRESENTS GRANT TO LISD FOR PROGRAM EXPANSION
In May 2014, LEDA gave the Lubbock Independent School District (LISD) and Byron Martin Advanced Technology Center (ATC) a grant totaling $30,431 to expand the Byron Martin ATC’s precision metal program. This grant will help meet the workforce needs of the manufacturing industry in Lubbock, which continues to struggle with finding skilled labor. Over the next three years, the program plans include expansion of the current lab space to provide more welding stations, an additional instructor, six additional welders to improve the student to teacher ratio, four dual process welders and two aluminum welders.

DEPARTMENT OF PUBLIC SAFETY RIBBON CUTTING
The Lubbock Business Park welcomed a new tenant in April 2014. The Region 5 DPS Headquarters officially opened its doors to a brand new, state-of-the-art facility. The building, located at 1404 Lubbock Business Park Blvd., features an 18,500-square-foot crime lab that is more than four times the size of the previous lab. In total, the new building is approximately 105,000 square feet and accommodates 150 employees.
Republic National Distributing Company Completes Construction

Republic National Distributing Company (RNDC) completed construction this year in the Lubbock Business Park. RNDC, the nation’s second largest wine and spirits distributor, consolidated its Amarillo and Odessa distribution areas to create one center in Lubbock. After completing construction at the park, the final expenditures for the building, equipment and furnishings were around $8 million. Currently, 47 employees work at the center, which officially began shipment of product on August 18 of this year.

TIP Strategies Planning Efforts

The LEDA Team is excited to officially launch a new economic development strategic plan for Lubbock with the help of TIP Strategies, an economic development consulting firm. As part of TIP Strategies’ recent work analyzing target industry clusters, they identified a number of key economic development issues in the Lubbock region. It was important for LEDA to start this project once the Imagine Lubbock Together process (a strategic plan for the future of Lubbock that covers eight areas of development) was complete, ensuring LEDA targets areas in which the community would like to be focused.

Nursing Innovation Grant Program

LEDA is partnering with the Texas Tech Health Sciences Center’s School of Nursing to address the nursing shortage in the South Plains area. LEDA will provide financial support to assist in obtaining a grant created by the Texas Higher Education Coordinating Board, which will provide a functional curriculum needed for use across Texas pre-licensure nursing schools. The updated curriculum will offer clinical hours in a more proficient manner, thus allowing graduation to change from one time per year to three times per year and nursing graduates from 125 to 225 per calendar year.
VISIT LUBBOCK & LUBBOCK SPORTS EVENTS

A variety of meeting spaces, unmatched hospitality and an abundance of sporting facilities is what the Visit Lubbock and Lubbock Sports Teams promote when they work to bring events to the “Hub City.” This year, convention goers and sports teams from across the country and around the world traveled to Lubbock to attend their events. Furthermore, a number of groups elected to rebook their event in Lubbock because of the excellent service and competitive bid they received from the Visit Lubbock & Lubbock Sports Teams. Because of the events and meetings held in Lubbock, in 2013, more than $513 was saved per household in property taxes.

<table>
<thead>
<tr>
<th>Group Name/Event</th>
<th>Rooms Tracked</th>
<th>Estimated Attendees</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 F.I.R.S.T. Robotics Competition Hub City Regional</td>
<td>903</td>
<td>1,200</td>
<td>$282,549</td>
</tr>
<tr>
<td>Daughters of the Republic of Texas Annual Convention</td>
<td>543</td>
<td>475</td>
<td>169,905</td>
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<tr>
<td>Delta Kappa Gamma Society International State Convention</td>
<td>1,090</td>
<td>950</td>
<td>341,061</td>
</tr>
<tr>
<td>Juvenile Justice Association of Texas Annual Conference</td>
<td>499</td>
<td>225</td>
<td>156,137</td>
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<tr>
<td>LifeWay Christian Resources Living Proof Live with Beth Moore</td>
<td>807</td>
<td>8,000</td>
<td>252,510</td>
</tr>
<tr>
<td>Mar Thoma Church Diocese of North America Annual Conference</td>
<td>294</td>
<td>300</td>
<td>91,993</td>
</tr>
<tr>
<td>State Firemen’s and Fire Marshals’ Association Annual Training Conference and Convention</td>
<td>1,176</td>
<td>725</td>
<td>367,970</td>
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<tr>
<td>Texas Association of Museums &amp; New Mexico Association of Museums Annual Meeting</td>
<td>532</td>
<td>400</td>
<td>166,463</td>
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<tr>
<td>Texas Tech University Chess Program 2013 Pan-Am Intercollegiate Team Chess Championship</td>
<td>388</td>
<td>250</td>
<td>121,405</td>
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<tr>
<td>Texas Tech University Office of Engaged Research and Partnerships 2013 Engaged Scholarship Consortium</td>
<td>807</td>
<td>550</td>
<td>252,510</td>
</tr>
<tr>
<td>All Other Events (270)</td>
<td>32,566</td>
<td>221,160</td>
<td>10,189,901</td>
</tr>
<tr>
<td>Total</td>
<td>39,605</td>
<td>234,235</td>
<td>12,392,404</td>
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</tbody>
</table>
“VISIT LUBBOCK WAS ABLE TO PROVIDE US WITH MANY THINGS AND MANY TOOLS TO HELP MAKE OUR CONVENTION A SUCCESS.”

Shalan Inmon, State Convention Chairman for Texas State Association of Delta Kappa Gamma Society International

<table>
<thead>
<tr>
<th>Sporting Events Serviced</th>
<th>Rooms Tracked</th>
<th>Estimated Attendees</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 PONY Fast Pitch World Series</td>
<td>6,636</td>
<td>6,519</td>
<td>$2,076,404</td>
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<tr>
<td>Big 12 Outdoor Track &amp; Field Championship</td>
<td>4,500</td>
<td>3,950</td>
<td>1,408,050</td>
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<tr>
<td>NCAA Women’s First Round Soccer Tournament</td>
<td>200</td>
<td>541</td>
<td>61,548</td>
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<tr>
<td>NIRSA Championship Series Regional Flag Football Championships</td>
<td>2,885</td>
<td>1,820</td>
<td>887,830</td>
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<tr>
<td>NJCAA Region V Basketball Tournament</td>
<td>3,000</td>
<td>2,600</td>
<td>923,220</td>
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<tr>
<td>SURVA Regional Volleyball Tournament</td>
<td>2,180</td>
<td>5,790</td>
<td>682,122</td>
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<tr>
<td>Texas State USBC Women’s Championship Tournament</td>
<td>1,600</td>
<td>3,210</td>
<td>500,640</td>
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<tr>
<td>USA Gymnastics Region 3 Championship</td>
<td>2,525</td>
<td>3,375</td>
<td>790,073</td>
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<td>USAWKF National Sanshou Tournament</td>
<td>100</td>
<td>1,500</td>
<td>31,290</td>
</tr>
<tr>
<td>USSSA March Freeze Baseball Tournament</td>
<td>1,240</td>
<td>4,500</td>
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<tr>
<td>All other events (155)</td>
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<tr>
<td>Total</td>
<td>128,202</td>
<td>268,667</td>
<td>40,114,405</td>
</tr>
</tbody>
</table>

Joe Tubb, Director of Athletics for South Plains College and President of the National Junior College Athletic Association
"I think that folks planning events or conventions in Lubbock need to know that Visit Lubbock is an untapped resource. Sure, most cities have a convention and visitors bureau, but the staff at Visit Lubbock has every resource imaginable."

Tim Smith, Past President of the Panhandle District of the State Firemen’s and Fire Marshals’ Association
Lubbock hosted the 138th Annual State Firemen’s and Fire Marshals’ Association Training Conference and Convention in June 2014. The conference consisted of various activities throughout a five-day period including pumper races, a driving contest, golf tournament and dinner and dance. The event brought together 725 volunteer firefighters, fire marshals, fire chiefs and EMS responders and resulted in nearly $400,000 in economic impact to the Lubbock community.

In December 2013, Visit Lubbock assisted with the Texas Tech University Chess Program’s Pan-Am Intercollegiate Team Chess Championship. The championship, open to all post-secondary schools in North America, Central America, South America and the Caribbean, brought in around 250 attendees from institutions including Harvard University, University of the West Indies, Yale University and more. The event resulted in $121,405 in economic impact to the Lubbock community.

Around 1,200 students participated in the For Inspiration and Recognition of Science and Technology (F.I.R.S.T.) Robotic Hub City Regional Competition in March 2014. This event helps high school students discover a world of innovation and engineering in a competitive setting. The community saw more than $282,500 in economic impact as a result of the competition.

Lubbock hosted Texas’ and New Mexico’s gathering of museum professionals in April 2014 at the Texas Association of Museums & the New Mexico Association of Museums Annual Meeting. The Annual Meeting is the largest gathering of museum professionals in the state (Texas), and more than 400 attendees came together for informational sessions on museum best practices. An estimated $166,462 in economic impact was seen in the Lubbock community as a result of the event.

In May 2014, the Daughters of the Republic of Texas (DRT) held its 123rd annual convention in Lubbock at the Overton Hotel & Conference Center. The DRT is the oldest organization in Texas devoted to the preservation and education of Texas history. More than 475 members of the organization attended the conference and brought nearly $170,000 in economic impact to the local community.

The Mar Thoma Church Diocese of North America and Europe’s XIV National Sevika Sanghom Conference, a women’s conference, came to Lubbock in October 2013 for the first time. More than 300 members traveled from across the United States and Canada to attend the conference. The economic impact was $91,992 for the Lubbock community.
The Association of Desk & Derrick Clubs will host their 64th Annual Convention in Lubbock in September 2015. This event is the club's national convention, and around 300 members are expected to attend. The event will feature educational and professional development opportunities affiliated with the petroleum, energy and allied industries and will bring in an estimated $262,836 of economic impact for the local community.

In November 2014, NAFA will host their annual Field Meet in Lubbock. NAFA is the largest membership falconry organization in the world and encourages the proper practice of the sport of falconry and the wise use and conservation of birds of prey. The event will bring around 250 members, 920 room nights and an estimated economic impact of $283,121.

For the first time ever, Lubbock will play host to future Texas educators at the TAFE annual meeting in February 2015. This event, which will welcome 1,500 high school students from around the state, has previously been held in Houston. TAFE is a co-curricular, statewide non-profit 501(c)(3) student organization created to allow young men and women an opportunity to explore the teaching profession. The event will book around 1,000 room nights and result in an estimated economic impact of $312,900.

In June 2015, Visit Lubbock will welcome the 62nd Annual Western Writers of America Convention to Lubbock for the first time. The Western Writers of America, Inc. was founded in 1953 to promote the literature of the American West. The convention will feature panels on buffalo soldiers, ranching heritage, the craft of writing, Texas history and more. The event will bring around 250 writers and book 590 room nights, resulting in an estimated economic impact of $185,862.
The Big 12 Outdoor Track & Field Championships took place in May 2014 at the Terry & Linda Fuller Track & Field Complex at Texas Tech University. Around 3,950 people were in attendance for the event, which was the second time Lubbock and Texas Tech played host. The championship resulted in more than $1.4 million in economic impact for the local community.

Around 90 teams from Texas and surrounding states competed in the 2014 PONY Fast Pitch World Series in Lubbock in July 2015. The three-day softball event featured athletes ranging in age from 6 and under to 23 and under. Including teams and their fans, more than 6,500 people flocked to the “Hub City,” which resulted in $2 million in economic impact for the local community.

Around 45 teams from colleges and universities in Texas, New Mexico, Oklahoma and Mexico gathered in Lubbock in November 2013 for the NIRSA Championship Series, Regional Flag Football Championships. An estimated 1,820 co-ed students, ranging in age from 18 to 25, competed at Texas Tech University for the title. The event resulted in around $887,830 in economic impact for the local community.

Lubbock Sports welcomed around 3,210 bowlers to the “Hub City” in May 2014 for the 77th Annual Texas State USBC Women’s Championship Tournament. The event featured the top female bowlers in the state, over a series of weekends, in team, doubles and singles competitions. The tournament resulted in an estimated $500,000 in economic impact for the local community.

The 14th Annual USA Gymnastics Region 3 Championship was held in Lubbock in May 2014. The competition was the final qualifier for athletes to earn eligibility for the National Championship and U.S. Championship held in June and July 2014. The event resulted in $790,073 in economic impact for the local community.
Sales

Athletes from 22 countries will travel to Lubbock to participate in the 11th Pan American Wushu Championships in August 2016. The five-day event will feature two forms of the martial art practice, Wushu Taolu and Wushu Sanda. Taolu is a noncontact performance sport and is widely known for the spectacular flying kicks and amazing speed. Sanda is a modern hand-to-hand competitive, combative sport characterized by quick and powerful punches, kicks and most notably, throws. The event is expected to book between 3,500 and 4,000 room nights and will result in $1.25 million in economic impact for the Lubbock community.

For the first time ever, the Lubbock Sports Team secured a big event to be hosted in Lubbock for three consecutive years. The NJCAA's Division I Women's Basketball Championship will take place in the “Hub City” in 2016, 2017 and 2018. Teams from across the country will compete for the championship title at the Rip Griffin Center at Lubbock Christian University. In 2014, 24 total teams competed and more than 10,000 people were in attendance at the tournament. More than 120 recruiters are also expected at the event, which is estimated to bring $1.9 million in economic impact for the Lubbock community.

For the next few years, Lubbock Sports is excited to host additional NJCAA events in the “Hub City.” In 2015, the NJCAA Division I (DI) Cross Country Championships for both men and women will be held in Lubbock. The event is estimated to bring around 1,175 room nights and $368,000 in economic impact to the community. The NJCAA DI Men’s Golf Championship will be held in Lubbock in 2016 and will result in 1,550 room nights and $485,000 in economic impact. Finally, in 2017, Lubbock Sports will host the NJCAA Indoor Track and Field National Championship for both men and women, which will bring in 3,150 room nights and an estimated economic impact of $985,000 for the Lubbock community.
"DRILLING DOWN: PART III"
A Closer Look at Lubbock's Future in the Oil and Gas Industry
**LEDA**

**Publications & Digital Media**

The Marketing & Communications Team ran advertisements in the following publications and websites:

- Area Development
- Business Facilities
- Business Xpansion Journal
- Inbound Logistics
- Oil & Gas Investor
- Oil & Gas Journal
- Permian Basin Oil & Gas Magazine
- Small Business Resource Magazine
- Site Selection Magazine
- Southwest Digest
- Texas Wide Open for Business
- Trade & Industry Development

The Marketing & Communications Team supports the efforts of LEDA, Market Lubbock, Inc., Visit Lubbock and Lubbock Sports with strategic plans, marketing campaigns, marketing materials, social media, digital campaigns and public relations. The team handles everything from media planning and copywriting to social media strategies, design and photography for all the organizations. Over the past year, the team has been busy creating a new website for Visit Lubbock, launching the new Meeting Planning Guide for the Visit Lubbock Sales Team, coordinating the second and third oil & gas conferences and much more!

**LEDA**

**Digital**

The Marketing & Communications Team developed a strategic campaign targeted toward top executives in the oil and gas industry via the LinkedIn platform. Throughout the course of the 8-week campaign, the team delivered an InMail message as well as banner ads highlighting Lubbock as an ideal location for the oil and gas industry to expand or relocate their operations. The call to action was for a custom comparative analysis of Lubbock and two cities of the requester’s choice. The campaign’s open rates exceeded LinkedIn benchmarks of 10-20 percent. Overall results included a total of 962 clicks to LEDA’s website, 567,889 impressions, two phone calls and one site visit.

**Advertising**

New Ad Campaign

The Marketing & Communications Team launched a new ad campaign for LEDA that focuses on workforce, low cost of utilities, available graduates and available land. The campaign features vibrant imagery and a direct call to action to LEDA’s website where more detailed data is available. Two of the four ads are currently running on both print and digital platforms.

**Marketing**

Site Selector Brochure

Created to be specifically distributed to site selectors, this piece showcases Lubbock’s strengths for relocating or expanding a business. It includes information about population statistics, accessibility, workforce resources, the cost of doing business in Lubbock, housing costs, cost effectiveness, real estate opportunities and transportation needs. Both a hard copy and digital piece are available to the LEDA recruitment and retention teams.
In 2012, Lubbock ranked as the seventh most popular destination among the top 26 Texas MSAs*.

Whether it's sporting events, museums, concerts or shopping, visitors come here to enjoy what we already know. There are so many reasons to be proud to live … love … Lubbock.

* MSA (Metropolitan Statistical Area) Source: Texas Tourism Region & MSA Visitor Profile  
LiveLoveLubbock.org

While some things change, our roots remain the same. Since 1909, Lubbock continues to impress the masses with our western heritage. Sit on the front porch of an old frontier house at the National Ranching Heritage Center, or savor an authentic chuckwagon dinner at the National Cowboy Symposium and Celebration. Let us help you rediscover your roots in Lubbock, Texas.

Deep in the Heart visitlubbock.org   800.692.4035

Candlelight at the Ranch
National Ranching Heritage Center
visitlubbock.org   800.692.4035

First Friday Art Trail
Louise Hopkins Underwood Center for the Arts
Art is a way of life in Lubbock. In fact, this art hub was one of the first Cultural Districts recognized by the State of Texas. With more than 2,300 events each year, we invite you to feed your creative spirit and appreciate the finer things life has to offer.

Thousands of "OOH" & "AWW " moments await you

In West Texas, sports are a fundamental part of our culture. No matter the game, we have the fans for it. So finding great seats in Lubbock is easy, just like planning an event here. You bring the event, we'll provide the venue and fans to match.

Every seat is the best seat
lubbocksports.org   800.692.4035

1. READ.
2. CAPTURE.
3. SHARE.

MAY 3-11, 2014

*Any photos uploaded with #LiveLoveLubbock will become the property of Visit Lubbock.

Hey y’ all!
It’s National Travel & Tourism Week, and your friends at Visit Lubbock want you to show how you #LiveLoveLubbock.

Punch out these instructions, and frame up your favorite people, places and things in Lubbock with a pic.

Post your pic on Facebook, Twitter or Instagram using #LiveLoveLubbock anytime from May 3-11 for a chance to win one of three amazing prizes. Go to livelovelubbock.org to see what you could win.

#LiveLoveLubbock

Chef Patrick Tarantino
Overton Hotel & Conference Center
Alaskan Halibut

Lubbock is famous for its open spaces, which include beautiful Texas horizons and an almost endless variety of flexible, roomy meeting facilities. We believe that authentic hospitality is in the smallest of details. From warm welcomes and a dedicated servicing staff to gourmet dishes created by world-famous chefs, we show our guests what the West Texas experience is all about.

FRIENDLY FACES & WIDE open sPACES
FUN FACT

spending a total of 5.55 MILLION

MILLION

LUBBOCK CAME TO VISITORS

The Economic Impact of Travel in Texas, Dean Runyan Associates -2012

#LiveLoveLubbock

800.692.4035 | 806.747.5232 | visitlubbock.org
MARKETING & COMMUNICATIONS

Visit Lubbock and Lubbock Sports
Publications & Digital Media

The Marketing & Communications Team ran advertisements in the following publications and websites:

- AAA Home & Away – Oklahoma
- Celebrity Attractions Programs
- Collaborate
- Connect
- Connect Sports
- Convention Forum
- ConventionSouth
- Courier
- CVENT
- Group Tour Magazine
- Meeting Professionals International Meeting Guide to Texas
- Meetings + Events – Texas
- Planners Lounge
- Rejuvenate
- See Texas First
- Shop Across Texas
- Society of American Travel Writers
- Special Meetings Market Journal
- Sports Destination Management
- Sports Planning Guide & Directory
- SportsEvents
- Texas Bound
- Texas Events Calendar
- Texas Highways Magazine
- Texas Monthly
- Texas Society of Association Executives Magazine
- Texas State Travel Guide
- TexasHighways.com
- TexasTech.com
- TourTexas.com
- Travel Alliance Partners
- TravelTex.com
- Trip Advisor
- True West Magazine
- USSSA Today

VISIT LUBBOCK

Marketing
2014 Visitor Guide
One of the main ways Visit Lubbock promotes the city to leisure, sport, convention and meeting travelers is through the Lubbock Visitor Guide. This guide is the one-stop-shop for all things Lubbock, featuring restaurants, attractions, hotels, shops, itineraries and more. To date, nearly 200,000 copies of the 2014 Visitor Guide have been distributed and mailed across the country, a 33 percent increase from 2013. The Interactive Visitor Guide is a unique and useful tool on our website. This year, 47,250 users accessed the Interactive Visitor Guide via our homepage.

Digital
Visit Lubbock Blog
Over the past year, more than 60,000 people have checked out the Visit Lubbock blog. The blog has become a useful tool to inform visitors about events and fun Lubbock tips including feature stories about local restaurants and unique happenings. The most viewed blogs include posts about our local food scene. Lee’s Café became a household name overnight, and Manna Bread & Wine informed the team that orders for their banana pudding doubled after being featured in our “Foodie Favorites” blog.

Live Love Lubbock E-Newsletter
Making a large leap into the digital promotion world, the team put together the first-ever Live Love Lubbock E-Newsletter, which launched in January 2014. Since launching, the email distribution list has increased in size by 150 percent to more than 20,000 subscribers. The e-newsletter is distributed once a month and promotes upcoming events, attractions or popular blog posts. It also features our monthly Live Love Lubbock video where locals share their favorite things about Lubbock.

Social Media
Visit Lubbock’s social media channels are steadily growing in followers, fans, likes and more! Facebook continues to be the No. 1 social platform, with 4.2 million people seeing the Visit Lubbock page just over the past year. Instagram has quickly become the next best social media platform, with 2,900 followers and counting. The Visit Lubbock YouTube page is also another major player in the team’s marketing efforts. To date, viewers have watched Visit Lubbock’s videos 59,000 times, which amounts to 47,000 minutes. That’s roughly 30 days worth of content!
The IEDC recently presented LEDA with four Excellence in Economic Development Awards, the most awards LEDA has received from the organization to date. LEDA received Gold Awards for Annual Report and General Purpose Print Promotion, and two Silver Awards for Print Ad Campaign and General Purpose Print Promotion.

The LEDA Team was recognized during the 2014 Mid-Year TEDC Conference for their achievement in Economic Excellence for the year 2013. The annual program provides recognition to economic development organizations that meet a desired threshold of professionalism. LEDA qualified for the recognition based on professional training, certifications, professional membership and activities and organizational effectiveness of the staff.

This prestigious award was given to the LEDA Team for their contribution to the High Ground of Texas. The organization is made up of more than 75 members with economic interest in the West Texas region.

Lubbock Sports was honored with a 2014 Readers’ Choice Award from SportsEvents Media Group. Nominations consisted of sports commissions, convention and visitors bureaus or sports events venues. Winners were chosen by online voters who believe these organizations display exemplary creativity and professionalism toward the groups they host.

Throughout the year, meeting professionals nominate meeting sites for ConventionSouth magazine, a national multimedia resource for planning events that are held within the South, that they believe provide exemplary service for group events. The nominated sites are then compiled into an online ballot where meeting professionals and fans are asked to vote for the best of the best. More than 6,500 voters participated this year in the selection process - the highest vote count ever recorded, and Visit Lubbock was a 2013 Readers’ Choice Award recipient.

The editors of ConventionSouth magazine officially announced their 2014 list of “The South’s Best Destination Apps and Mobile Sites,” and the Visit Lubbock mobile site was one of the few selected for its easy navigation and accurate information.

Visit Lubbock won four awards at the TACVB Idea Fair during the organization’s annual conference. This year, Visit Lubbock took home the People’s Choice Awards for its National Travel & Tourism Week Campaign and Local Awareness Campaign. The organization also won Judges’ Choice Awards for Website and its National Travel & Tourism Week Campaign.

Visit Lubbock maintained its accredited convention and visitors bureau designation from Destination Marketing Association International (DMAI). DMAI is the world’s largest association of destination marketing professionals.
Executive Board for Texas Economic Development Council (TEDC)

**INDIVIDUAL**
TEDC is the premier statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas. John Osborne, president and CEO of LEDA and Market Lubbock, Inc., currently serves as chair-elect on the TEDC Executive Committee.

The Davis Evans Top Gun Award was presented to John Osborne by the High Ground of Texas for his dedication and service to promoting economic growth in the region.

Texas Travel Industry Association (TTIA) Board of Directors

TTIA is a statewide organization made up of businesses, organizations, associations and individuals with an interest in developing tourism in Texas. John Osborne was appointed in September 2013 to serve a two-year term, and Amy Zientek, director of sales for Visit Lubbock, was appointed in September 2013 for a one-year term.

“LUBBOCK SPORTS AS A PARTNER HAS A VESTED INTEREST IN WHAT WE ARE DOING AS AN ORGANIZATION, AND THEY UNDERSTAND WHAT WE NEED TO PUT ON A SUCCESSFUL EVENT.”

Don Patty, Tournament Director for Premiere Baseball
TACVB provides cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas. Amy Zientek was elected to serve on this board in August 2011 for a three-year term, which was completed this year.

Amy Zientek currently serves on the Sales & Marketing Committee for DMAI, a global trade association for official destination marketing organizations. The goal of the committee is to promote the use of destination marketing organizations among meeting planners.

Mike Hatley, director of business recruitment for LEDA, joined the Caprock Business Finance Corporation’s Board of Directors. The Caprock Business Finance Corporation creates economic development opportunities, provides affordable long-term financing for business expansion and provides small businesses with access to public capital markets.

The South Plains Workforce Development Board is a portion of the Texas Workforce Commission, which is charged with overseeing and providing workforce development services to employers and job seekers of Texas. John Osborne serves on the Board of Directors overseeing economic development.

The High Ground of Texas represents cities, counties and organizations in the West Texas region with the main purpose to create jobs and increase the tax base of the region. The organization is membership-based and is supported by a 15-person board. John Osborne currently serves on the Board of Directors.

Andrea Bodine was chosen as a member of the 2014-15 Leadership Lubbock class. Leadership Lubbock is an annual program that gives class members an in-depth look at the community through its main government and social institutions.

LEDA and Visit Lubbock’s Interactive Marketing Coordinator, Daniel Horsch, was named to the 30 Under 30 list by DMAI. The program focuses on identifying and developing the talent of destination marketing professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership.
Leigh Martzall, sales manager for Visit Lubbock, added a Texas Destination Marketer Certification to her list of accomplishments this year when she received the Visitor Services certification from TACVB. The purpose of the program is to provide employees of convention and visitor bureaus and destination marketing organizations an educational framework for marketing Texas as a destination for both tourism and group business.

Amy Zientek and Holly Givens, director of marketing and communications for LEDA and Visit Lubbock, serve on the TTIA Young Professionals Committee. The goal of the committee is to promote longevity in the travel and tourism industry and to provide young professionals with networking opportunities and industry resources.

Holly Givens was appointed to the National Board of Directors for the Association of Women in Communications in January 2014. This national organization champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Holly Givens currently serves on the business, marketing and finance advisory committee for the Lubbock ISD CTE Program. Through CTE, there are more than 125 classes that provide hands-on opportunities for Lubbock ISD students to engage in learning.

YOU HAVE TO HAVE A BUSINESS FRIENDLY ENVIRONMENT IN ORDER TO HAVE SUCCESSFUL BUSINESSES AND ECONOMIC GROWTH, AND I THINK LEDA CREATES A GREAT PLATFORM. ”

Brad Ralston, CEO at TRUNO Retail Technology Solutions
THE BENEFIT OF THESE ORGANIZATIONS IS TO IMPROVE OUR COMMUNITY AND TO PUT DREAMS INTO PLAY.

Carlos Morales, Executive Vice President of Caprock Home Health