



2015-2016 YEAR IN REVIEW



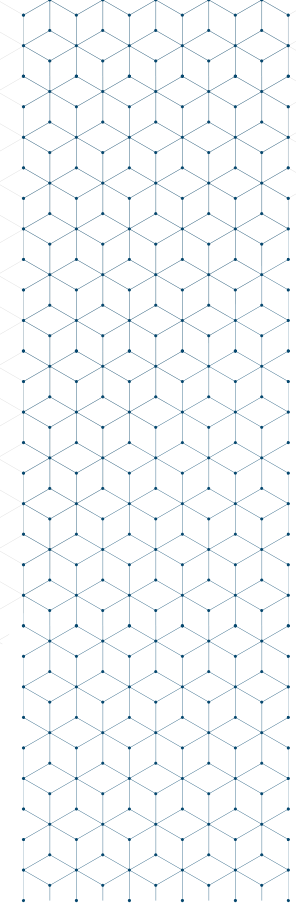


TABLE OF CONTENTS

Message To Our Stakeholders	02
Company Purposes	04
Board and Staff	05
Organizational Impact and ROI	06
Current Prospects	08
LEDA Location Announcements	10
LEDA Location Highlights	12
LEDA Significant Events and Activities	14
LEDA Strategic Plan Update	16
Visit Lubbock and Lubbock Sports Events	18
Visit Lubbock Highlights	20
Lubbock Sports Highlights	22
Marketing and Communications	24
Honors, Awards and Appointments	28
LEDA and Visit Lubbock Non-Negotiable Core Values	32

MESSAGE TO OUR STAKEHOLDERS

It's been an exciting year in Lubbock. From announcing Monsanto's \$144 million project to hosting the National Junior College Athletic Association's Division I Women's Basketball Championship, the "Hub City" has seen an abundance of activity over the past year.

January of 2016 was the kickoff to a new year unlike any other for this city's economy. As I'm sure you're aware by now, Monsanto, one of the world's largest sustainable agriculture companies, is expanding their Lubbock operations to include a new cotton seed processing facility. The company is investing \$144 million into building and equipping the new state-of-the-art facility, the largest capital investment project announced since LEDA's inception. One of the countless opportunities this project created was the chance to develop Lubbock to the north and along the interstate, an area that has not traditionally seen much growth. Because of the strong commitment to work together as a community and bring the project to fruition, this will ultimately encourage development and growth in the north and east areas of Lubbock.

A few other noteworthy projects for the year include the United Family's investment of \$100 million into the Lubbock economy as they renovate seven locations. We are so proud to see United flourish in Lubbock, and we appreciate their service and community leadership. We were also excited to announce our second partnership alongside the Texas Workforce Commission and Workforce Solutions South Plains to grant seven area school districts funds to enhance and assist their Career and Technical Education Programs. The future of Lubbock lies in these students, and together we can maximize the education for these high-demand occupations. And finally, LEDA was fortunate to be part of a collective group that created a new opportunity for South Plains College students and Lubbock citizens to access a comprehensive college program within the City of Lubbock. It's a game-changer for Lubbock, and we see our workforce as an imperative investment for the long-term health of our community.

The Visit Lubbock and Lubbock Sports Teams have been extremely successful this year, bringing a combined total of \$58.3 million in economic impact to the "Hub City." It's important to stay diverse in the size and types of conferences and sporting events Lubbock hosts, and this year was no different. Visit Lubbock hosted everything from the Biennial Convention of the Texas Federation of Republican Women to the North American Saxophone Alliance Biennial Conference, and Lubbock Sports brought in the 11th Pan-American Wushu Championship and the NJCAA Division I Women's Basketball Championship, just to name a few.

It's been an honor to serve as the Chairman of the Board again this year. Working with this group of men and women is inspiring and rewarding. I want to especially thank Les Eubank and David Sharbutt for each serving on the board for two terms. Their contributions to these organizations have improved and enhanced the City of Lubbock.

As exciting and fulfilling as this year has been, I can't wait to see what each of these organizations can accomplish over the next year. The board and I are very proud of the hard work done by the LEDA and Visit Lubbock Teams and know that Lubbock has a bright future ahead.

Sincerely,



Tim Collins,
CHAIRMAN OF THE BOARD



This past year, Lubbock has seen tremendous growth, and given the year that LEDA, Visit Lubbock and the Lubbock Sports Teams had, this trend should continue.

LEDA's strategic plan and the priority projects it specifies continue to be the organization's focus. Last year brought significant investments to our city, particularly the announcement that Monsanto, one of the world's largest sustainable agriculture companies, was expanding in Lubbock, building a new, 500,000-square-foot, \$144 million cotton seed processing facility. This is easily the largest capital investment project announced since LEDA's inception. Other companies like Severn Peanut Company (80 new jobs and an \$8.75 million investment), Convergys (300 new jobs) and VXI Global Solutions, LLC (500 new jobs and a \$1.17 million investment) will bring new opportunities to our community in the years to come.

Also noteworthy are the strides taken to develop and enhance local workforce and entrepreneurship programs. These initiatives range from preparing high school and college students to enter Lubbock's changing business landscape to launching the "Return2LBK" campaign targeting Texas Tech alumni. This workforce-centered campaign highlights the increasing job opportunities in our great city and showcases Lubbock as a thriving, wonderful place to raise a family.

Even with these successes, the landscape of business is changing. In Area Development magazine's annual corporate survey, companies indicated for the first time that they are more concerned with quality of life than state and local incentives. Or, as Mara Gast, executive director of the Irving Convention & Visitors Bureau puts it:

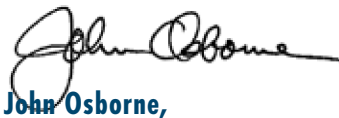
"If you build a place where people want to live, you build a place where people want to work. If you build a place where people want to work, you'll build a place where business has to be. If you build a place where business has to be, you'll build a place where people have to visit."

When it comes to quality of life in Lubbock, tourism plays an invaluable role. The Visit Lubbock and Lubbock Sports Teams brought in hundreds of conventions and events, resulting in millions of dollars in economic impact to the Lubbock community.

So how does this affect you as a Lubbock citizen? With the number of visitors to Lubbock continuing to grow, we have seen more entertainment venues, restaurants and retail options come on-line, as well as the addition and expansion of our local attractions. And thanks to the \$784 million spent by nearly 6 million visitors that came to Lubbock, each household saved nearly \$650 on their property taxes.

Before I close, I would like to recognize Les Eubank and David Sharbutt for their many years of service on our board. We truly appreciate the number of hours they have dedicated to the organization, and more importantly, our community. Their service has paved the way for a better Lubbock.

As always, my door is open to hear your thoughts and suggestions on how we can work to develop an even stronger and more prosperous Lubbock.



John Osborne,
PRESIDENT AND CHIEF EXECUTIVE OFFICER



COMPANY PURPOSES

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 AND STAFF



BOARD MEMBERS

Mr. Tim Collins
Mr. David Sharbutt
Mr. Calvin Davis
Mr. Les Eubank
Mr. Jim Gilbreath
Mr. Mark Griffin
Ms. Regina Johnston
Ms. Kristin Murray
Dr. Lance Nail

Mr. Barry Orr

Chairman of the Board, Owner of Collins Tile Company
Vice Chairman of the Board, Investor
District Director of the U.S. Small Business Administration
President of PlainsCapital Bank
Owner of Gilbreath Property Co., L.C.
President & General Counsel of The Griffin Companies
CPA, Partner at Robison, Johnston & Patton
Director of Human Resources for Arbor Hotels
Professor of Finance at Jerry S. Rawls College of Business at Texas Tech University
Chairman and CEO of FirstBank & Trust

LEDA AND VISIT LUBBOCK STAFF

Mr. John Osborne
Ms. Jana Johnston
Ms. Katy Christy
Ms. Holly Russell
Ms. Alyssa Kitten
Mr. Chris Rios
Ms. Erin Coldewey
Mr. Robert Rodriguez
Ms. Sarah Monroe
Ms. Linda Davis
Ms. Rosalind Priestley

President & Chief Executive Officer
Chief Financial Officer
Accountant, Human Resources Manager
Director of Marketing & Communications
Communications & Digital Manager
Multimedia Graphic Designer
Interactive Marketing Coordinator
Videography & Graphic Design Specialist
Communications & Marketing Specialist
Executive Assistant
Administrative Assistant

LEDA STAFF

Mr. Kenny McKay
Ms. Christine Allen
Ms. Carolyn Rowley
Ms. Brianna Gerardi
Mr. Jorge Quirino

Director of Business Retention
Director of Workforce Development & Foreign-Trade Zone 260
Director of Recruitment & Innovation
Project Manager for Recruitment & Innovation
Special Projects Coordinator

VISIT LUBBOCK STAFF

Ms. Amy Zientek
Ms. Lisa Grinstead
Ms. Tiffany Kennedy
Ms. Katherine White
Ms. Karri Pruser
Ms. Lisa Branson
Mr. Scott Harrison
Mr. Cris Rohrer

Director of Sales
Sales Manager
Sales Manager
Sales Manager
Services Manager
Sales & Services Coordinator
Sports Director
Sports Sales Manager

ORGANIZATIONAL IMPACT AND ROI 2015 - 2016

The teams at LEDA, Visit Lubbock and Lubbock Sports have spent a busy year promoting Lubbock, hosting events and making plans to build on their successes into the 2016–2017 fiscal year. Efforts spent on creating new jobs and salaries, putting investments on the tax rolls, tourism promotion and hosting conventions, meetings and sporting events continue to result in Lubbock being one of the top cities for growing businesses and travel in Texas.



1,110
TOTAL JOBS

\$2,200,000

ANNUAL PAYROLL OF INCENTED JOBS

\$173,566,574

TOTAL ANNUAL VALUE ADDED IMPACT



245
CONVENTIONS AND EVENTS

35,991 ROOM NIGHTS

\$11,261,584

TOTAL ECONOMIC IMPACT



199
SPORTING EVENTS

146,751 ROOM NIGHTS

\$47,107,095

TOTAL ECONOMIC IMPACT

ANNUAL IMPACT

LEDA/MARKET LUBBOCK, INC. LOCATIONS

	2015/16	Total (since 2004)	Average (since 2004)
Total Locations	7	147	12.3
Total Jobs*	1,110	7,393	616.1
Average Number of Jobs/Location	158.6		50.3
Total Capital Investment	\$ 161,070,000	\$ 942,943,735	\$ 78,578,645
Total Incented Annual Wages	\$ 2,200,000	\$ 156,509,135	\$ 13,042,428
Average Annual Wage of Incented Jobs	\$ 55,000		\$ 41,385
Total Annual Value Added Impact**	\$ 173,566,574	\$ 1,374,361,936	\$ 114,530,161
Average Value Added Impact/Job Created	\$ 156,366		\$ 185,900
Average Value Added Impact/Location	\$ 24,795,225		\$ 9,349,401
Number of Jobs Created/Job Incented	27.8	48.6	4
Every \$1 committed to incentives generates an economic impact of	\$ 48	\$ 723	\$ 60

* 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 projected employment earnings.

ANNUAL IMPACT

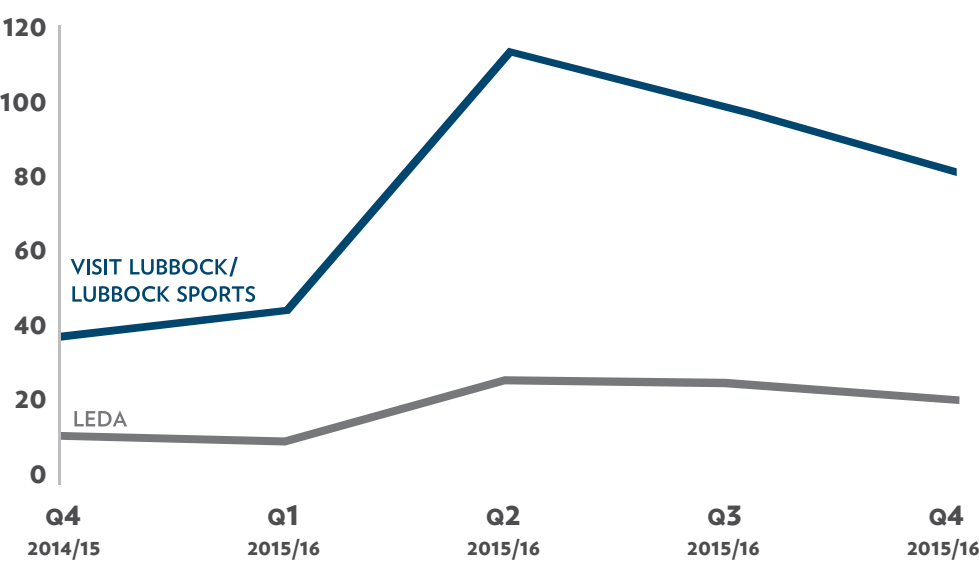
VISIT LUBBOCK AND LUBBOCK SPORTS

	2015/16	Total (since 2004)	Average (since 2004)
Total Conventions or Events	444	4,925	410.4
Total Number of Room Nights	182,742	1,464,064	122,005.3
Average Number of Room Nights/Convention or Event	412		397
Total Estimated Attendees	475,661	4,258,359	354,863
Average Number of Attendees/Convention or Event	1,071		874
Total Economic Impact*	\$ 58,368,679	\$ 461,413,069	\$ 38,451,089
Average Economic Impact/Convention or Event	\$ 131,461		\$ 93,688
Average Economic Impact/Room Night	\$ 319		\$ 315
Average Economic Impact/Attendee	\$ 123		\$ 108
Average Amount of Incentives/Convention or Event	\$ 1,787		\$ 1,343
Average Amount of Incentives/Room Night	\$ 4.34		\$ 4.57
Average Amount of Incentives/Attendee	\$ 1.67		\$ 1.58
Every \$1 committed to incentives generates an economic impact of	\$ 73.55		\$ 69.60
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock	\$ 647.18	\$ 5,777.86	\$ 481.49

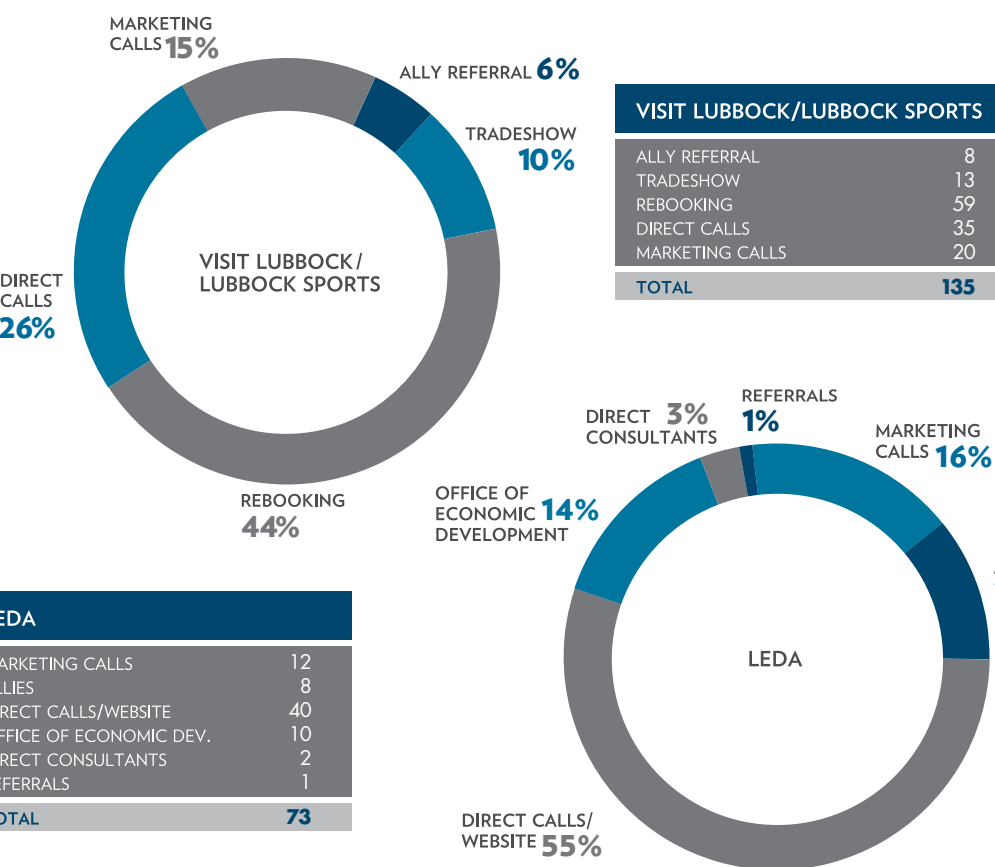
*Includes only direct impact as computed using the 2013 economic impact study by Destination Analysts.

CURRENT PROSPECTS AS OF AUGUST 31, 2016

NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL



PROSPECTS BY NAICS* CODE

	Total	Percent
Crop Production	1	1%
Support Activities for Agriculture and Forestry	3	4%
Utilities	2	3%
Construction of Buildings	1	1%
Specialty Trade Contractors	1	1%
Food Manufacturing	4	5%
Beverage and Tobacco Product Manufacturing	2	3%
Textile Mills	3	4%
Wood Product Manufacturing	1	1%
Chemical Manufacturing	2	3%
Plastics and Rubber Products Manufacturing	3	4%
Primary Metal Manufacturing	1	1%
Fabricated Metal Product Manufacturing	4	5%
Machinery Manufacturing	6	8%
Computer and Electronic Product Manufacturing	1	1%
Miscellaneous Manufacturing	2	3%
Warehousing and Storage	4	5%
Telecommunications	3	4%
Data Processing, Hosting and Related Services	2	3%
Professional, Scientific and Technical Services	4	5%
Management of Companies and Enterprises	2	3%
Administrative and Support Services	5	7%
Education Services	2	3%
Food Services and Drinking Places	2	3%
Other	12	16%
Grand Total	73	

*North American Industry Classification System (NAICS)

PROSPECTS BY MARKET

	Total	Percent
Association	19	20%
Corporate	8	8%
Education	22	23%
Group Travel	0	0%
Other	19	20%
Religious	15	16%
Reunion	10	10%
Social or Fraternal	3	3%
Grand Total	96	

PROSPECTS BY SPORT

	Total	Percent
Multi-Sport	26	67%
Running	4	10%
Other	9	23%
Grand Total	39	



LEDA LOCATION ANNOUNCEMENTS

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 employ local residents and graduates while providing valuable workforce training.

Company		Total Jobs	Capital Investment	Incented Annual Wages	Annual Value Added Impact*
1	Select Milk Producers	139			\$ 30,894,239
2	Monsanto	40	\$ 144,000,000	\$ 2,200,000	\$ 11,200,035
3	Severn Peanut Company	80	\$ 8,750,000		\$ 25,401,271
4	Convergys	300			\$ 50,517,527
5	VXI Global Solutions, LLC	500	\$ 1,170,000		\$ 45,772,381
6	Research and Testing Laboratory	3	\$ 850,000		\$ 745,855
7	White Transportation	48	\$ 6,300,000		\$ 9,035,266
		1,100	\$ 161,070,000	\$ 2,200,000	\$ 173,566,574

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



“

One of the biggest benefits to working with LEDA has been their ability to convene not only local officials and business leaders, but also leaders from top-notch academic institutions like Texas Tech University.

This facility in Lubbock will employ highly skilled personnel, and those connections will help us identify the talent we'll need to run it. ”

KELLY TUCKER,

SITE LEAD AT MONSANTO'S AIKEN FACILITY
AND FUTURE LUBBOCK SITE LEAD



LEDA LOCATION HIGHLIGHTS



In January 2016, one of the world’s largest sustainable agriculture companies, **Monsanto**, announced that it was expanding their Lubbock presence to include a new, 500,000-square-foot cotton seed processing facility. Upon completion, the one-of-a-kind, state-of-the-art \$144 million project, the largest capital investment project ever announced by LEDA, will become the primary U.S. hub for all cotton seed processing operations. This facility will be able to clean, treat and bag 100 million pounds of seed annually, approximately 80 percent of the nation’s cotton seed needs and enough to plant 8-10 million acres of cotton. More importantly, the project solidifies Lubbock as the cotton capital of the world.

The new facility, located on 150 acres, created an opportunity to develop Lubbock to the north along Interstate 27. LEDA and its partners worked to maximize the utility infrastructure benefit, which will ultimately encourage development and growth in what has traditionally been a depressed area of the city.

Every step of the way, the LEDA team analyzed the ROI of the project to the community, ultimately offering a package that paid the community back within a little more than eight years.

THIS PROJECT WILL SUPPORT:

- 40 full-time jobs and 15-25 part-time jobs
- \$188 million in taxable sales over the next 10 years
- \$38.9 million over 10 years in total salaries paid to direct, indirect and induced workers
- On an annual basis, at full operation, \$27.8 million in annual economic output or sales for businesses in the community
- An increase in gross area product of \$11.2 million annually



Monsanto Rendering



Monsanto Press Conference



Severn Peanut Company, a division of Meherrin Agriculture, is expanding its operations by opening a new food processing facility in Lubbock. The company, which produces in-shell Virginia and Valencia peanuts, shelled peanuts and tree nut snacks and nut butters, has purchased the speculative building located at the Lubbock Rail Port.

The expansion will create 80 new jobs, and the company will make an initial \$8.75 million capital investment. Once fully operational, Severn Peanut Company is anticipated to produce an estimated annual payroll of \$2.9 million. The operation is scheduled to open at the end of 2016.



In October 2015, **Select Milk Producers**, a New Mexico-based dairy food company, announced the expansion of their operations. The company plans to upgrade and expand the former American Cotton Growers denim mill just east of Lubbock.

Plans include the remodel of existing structures, as well as a 100,000-square-foot building extension and a wastewater treatment system. This project will create 150 new jobs, and once operational, will process 4 million pounds of milk each day. Raw product will then be converted into milk powder, butter and other dairy products. This facility is expected to open in 2018 and have an annual value added impact of \$23,951,363.



In July 2016, **VXi Global Solutions, LLC**, a leading provider of business process and information technology outsourcing services to its clients, announced the addition of 500 new jobs to their current Lubbock location. The company will also make a \$1.17 million capital investment. Once fully operational, the total value added impact will be \$45,772,381 annually.

LEDA SIGNIFICANT EVENTS AND ACTIVITIES



South Plains High Demand Job Training Project (II)

In February 2016, LEDA, Workforce Solutions South Plains and the Texas Workforce Commission (TWC) announced their plans to leverage funds for the second time and grant seven area school districts a total of \$165,000 to assist in enhancing and maximizing the capacity of various Career and Technical Education (CTE) programs. This effort, known as the South Plains High Demand Job Training Project, will facilitate occupational training at the secondary level during the 2015/16 and 2016/17 school year. The training is anticipated to educate a total of 228 students per year, preparing them for employment in the high-demand occupations of automotive technician, computer programmer, food service manager, welder, nursing assistant, machinist and general maintenance and repair technician.



LEDA Launches Return2LBK Workforce Campaign

Workforce development is a strong focus of LEDA's, and the goal is to attract a talented and skilled workforce that meets the needs of Lubbock's current and future businesses and industries. Through conversations with local IT companies, the LEDA Team discovered each business had the opportunity to grow but was unable to find the skilled labor. Thus, LEDA launched a strategic marketing campaign in late 2015 that highlights job opportunities in the IT industry.

During research and discussion prior to launch, the team felt it was important to focus on the individuals that know Lubbock already and might remember/cherish their time in the city. The campaign specifically targets Texas Tech graduates or former Lubbockites that have moved to bigger cities and entices them back to the "Hub City" by showcasing Lubbock's available jobs, low cost of living, short commute time, appealing work/life balance and more. This information is highlighted on a website, www.return2lbk.org, which features:

- Available IT jobs
- A comparison of Lubbock against 11 other cities in a variety of categories
- Information about life in Lubbock
- Video testimonials of former alumni/Lubbockites who returned to the "Hub City"

The campaign is promoted through advertorials in the Texas Techsan, Texas Tech's alumni magazine, as well as on Facebook and LinkedIn. For marketing results, see page 24. Plans are already underway to expand the Return2LBK campaign to target other key industries.



Digital Advertising



Advertorial



South Plains College (SPC) Customer Service Representative Certificate

After a survey of local businesses identified the need for employees with stronger customer service skills, SPC and LEDA brought together a group representing 20 different businesses to provide input on the curriculum for a new customer service representative (CSR) certification. Due to the high demand, this program was quickly approved, allowing the Byron Martin Advanced Technology Center to offer courses in January 2016. This CSR program not only teaches customer service skills but also professional office skills, such as business computer applications, business math, English and more. Local employers involved in the project have agreed to hire as many of the students that complete the program as possible.



SEMI High Tech U (University) with X-FAB Texas

Projections suggest that STEM-related (Science, Technology, Engineering, Mathematics) job opportunities will grow nearly 17 percent over the next decade, yet only a third of bachelor's degrees earned in the U.S. are in STEM-based fields. In an effort to inspire and educate the future workforce, LEDA partnered with X-FAB Texas to host SEMI High Tech U, a nationally renowned program, which creates a very persuasive environment to motivate young people to focus on a STEM career. During this three-day program, held September 15-17, 2015, 35 students from Lubbock and surrounding area high schools came together to learn the fundamentals of electronics, statistics, solar technology, semiconductor manufacturing, microchip logic and more—all for free.

Students were recruited by their high school counselors, who identified them based on their interest in STEM. All activities were delivered by industry volunteers and X-FAB Texas engineers. Because of the event's success, LEDA is partnering with X-FAB to help sponsor and repeat the program in FY 2016-2017.



Monsanto Groundbreaking

In March 2016, Monsanto broke ground on their new 500,000-square-foot, state-of-the-art cotton seed processing facility. This came two months after Monsanto announced their plans for the facility, which is a \$144 million investment in the Lubbock community. Monsanto is also creating 40 new full-time jobs and 15-25 new part-time jobs that will operate out of the facility. The full-time positions include managers and technicians with annual average salaries of \$55,000.

Monsanto began its hiring for the new Lubbock project in August of 2016. They plan to bring on new Seed Production Technicians incrementally over the next year. These employees will work in the Aiken, Texas facility until the new Lubbock location opens in the summer of 2017. LEDA has promoted these jobs on social media, as well as with Workforce Solutions, South Plains College and Texas Tech University.



Monsanto Groundbreaking



Monsanto Construction

LEDA STRATEGIC PLAN UPDATE

LEDA's strategic plan and the priority projects it specifies continues to be the organization's focus. Here's a breakdown of the team's accomplishments.

COMPANY MEETINGS

LEDA's Retention, Workforce and Recruitment Teams met with over

1,500

businesses locally, statewide and nationally in the past fiscal year

DOWNTOWN REVITALIZATION

Since 2010, more than

\$65 MILLION INVESTED

in downtown redevelopment

132 PROJECTS INITIATED IN DOWNTOWN

MONSANTO ANNOUNCEMENT

\$144 MILLION CAPITAL INVESTMENT

LARGEST CAPITAL INVESTMENT SINCE LEDA'S INCEPTION

STATE-OF-THE-ART COTTON SEED PROCESSING FACILITY

500,000 square feet

40 FULL-TIME JOBS

25 PART-TIME JOBS

\$188

MILLION IN TAXABLE SALES OVER THE NEXT

10 YEARS



INNOVATION AND ENTREPRENEURSHIP

Partnership with State:
Hannover Messe 2016
Industrial Technology Trade Fair

MET WITH MORE THAN

200

BUSINESS PROFESSIONALS



7 DAYS

+ 4 CITIES



Hannover, GERMANY

COMPREHENSIVE WORKFORCE PLAN

SOUTH PLAINS HIGH DEMAND **JOB** TRAINING PROJECT

7 SCHOOL DISTRICTS

\$165,000

GRANT FOR OCCUPATIONAL

TRAINING

228 HIGH SCHOOL STUDENTS TO BENEFIT ANNUALLY



SOUTH PLAINS COLLEGE LUBBOCK CAMPUS



\$9.9 MILLION Multi-Phase Project

OPENING FALL 2017

PARTNERSHIP WITH **TTU INNOVATION HUB AND RESEARCH PARK**



ENCOURAGING & DEVELOPING FUTURE ENTREPRENEURS

Return2LBK

MARKETING CAMPAIGN INVITING TEXAS TECH ALUMNI & FORMER LUBBOCKITES TO RETURN2LBK



INDUSTRY FOCUS: **IT**

ADVERTISING TARGETED

60,000

PEOPLE



33%

VISITED THE WEBSITE

TRADESHOWS: IAMC HOSPITALITY EVENT • SELECTUSA INVESTMENT SUMMIT
• SOUTH-TEC MANUFACTURING SHOW • SEMA SHOW • WORLD AG EXPO

• MRO AMERICAS • FABTECH • AWEA WIND PROJECT O&M
• IFT ANNUAL MEETING & FOOD EXPO • 2016 BIO INTERNATIONAL CONVENTION

VISIT LUBBOCK AND 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 and Lubbock Sports Teams. Because of the events and meetings held in Lubbock, in 2015, more than \$647 was saved per household in property taxes.

VISIT LUBBOCK EVENTS

Group Name/Event	Rooms Tracked	Estimated Attendees	Economic Impact
Texas Federation of Republican Women <i>Biennial Convention</i>	840	1,000	\$ 262,836
American Society of Civil Engineers <i>Steel Bridge Competition</i>	433	500	\$ 135,486
Texas District of the Lutheran Church-Missouri Synod's <i>Lutheran Women's Missionary League District Convention</i>	699	675	\$ 218,717
Association of Desk & Derrick Clubs <i>64th Annual Convention</i>	745	300	\$ 233,111
Texas Association of Collegiate Veteran Program Officials <i>24th Annual Conference</i>	422	170	\$ 132,044
Texas State Association of the Gideons International <i>Annual Convention</i>	344	450	\$ 107,638
North American Saxophone Alliance <i>Biennial Conference</i>	372	500	\$ 116,399
Texas Taxidermy Association Inc. <i>Annual Convention</i>	265	100	\$ 82,919
All Other Events (237)	32,125	170,849	\$ 10,051,912
Total	36,245	174,544	\$ 11,341,062



North American Saxophone Alliance
Biennial Conference



NCAA Regional Women's & Men's Tennis Tournament



11th Pan-American Wushu
Championship

LUBBOCK SPORTS EVENTS

Sporting Events Served	Rooms Tracked	Estimated Attendees	Economic Impact
NJCAA Division I Women's Basketball Championship	3,989	6,000	\$ 1,240,000
Friendship International Roller Hockey Championship	200	550	\$ 70,000
NCAA Division II Women's Basketball South Central Regional Championship	2,480	5,200	\$ 775,992
USA Diving Region 11 Championship	1,086	3,500	\$ 312,900
NCAA Regional Women's & Men's Tennis Tournament	1,620	2,000	\$ 506,285
USSSA Goliath Softball Tournament	6,612	7,000	\$ 1,877,000
11th Pan-American Wushu Championship	873	1,500	\$ 273,000
Southwest Hoops Nationals Basketball Tournament	820	2,055	\$ 256,000
American Junior Golf Association's Cameron McCormick Junior All-Star Tournament	1,243	400	\$ 388,000
USSSA State Baseball Tournament	3,420	5,000	\$ 1,070,000
All Other Events (188)	123,947	267,918	\$ 28,923,425
Total	146,290	301,123	\$ 35,692,602

“**Lubbock offers a
feel that you can't match.**

From community support to local involvement,
Lubbock sets a standard that makes
everyone feel welcome. ”

Alyssa Randolph,
Regional Manager, South Central
for the American Junior Golf Association's
Cameron McCormick Junior All-Star Golf Tournament

VISIT LUBBOCK HIGHLIGHTS

SERVICING



In November 2015, the **Texas Federation of Republican Women** hosted their biennial convention in Lubbock for the first time in 17 years. The group, which is a multi-generational and multi-cultural organization providing support and activities for political activists, brought in an impressive 1,000 attendees. The speaker lineup included Sen. Ted Cruz, Sen. John Cornyn, Gov. Greg Abbott, former Gov. Rick Perry and more. The event resulted in 840 room nights and an economic impact of more than \$260,000 for the local community.



Lubbock played host, for the first time, to the Lutheran Women's Missionary League District Convention for the **Texas District of the Lutheran Church - Missouri Synod's** in June 2016. The organization serves to facilitate the development and reach of leaders for ministry. The group's district convention in the "Hub City" brought in around 675 attendees and 699 room nights. The economic impact for the community was \$218,717.



The **Association of Desk & Derrick Clubs** hosted their 64th annual convention in Lubbock in September 2015. This marks the first time the group has met in Lubbock. The organization is the energy industry association that brings professionals together to build their careers, companies and communities. The group contracted 745 rooms, hosted 300 attendees and had a \$233,000 economic impact on the Lubbock community.



In September 2015, Visit Lubbock hosted the annual convention of the **Texas State Association of the Gideons International**. The organization is an association of Christian business and professional men and their wives dedicated to spreading their faith through service, sharing personal testimony and by providing Bibles and New Testaments. The group contracted 344 room nights, hosted 450 attendees and had a \$107,000 economic impact on the Lubbock community.

SALES

The **American Chemical Society**, the primary professional organization for chemists and related occupations, will host their four-day Southwest Regional meeting in Lubbock in October 2017. This event is anticipated to draw 800 attendees from across the region, resulting in an estimated 420 room nights and \$131,418 in economic impact for the Lubbock community.

In September 2016, Lubbock was the first Texas city to host the **Fourth Annual World Congress on Ultrasound in Medical Education Conference**. This organization is designed to stimulate interest and share best practices in the integration of ultrasound in medical education and practice. The conference brought a total of 500 attendees from all over the world, 825 room nights and an economic impact of \$156,450 for the local community.

The Visit Lubbock Team was able to contract the **American Society of Civil Engineers Steel Bridge Competition**, which was held in April 2016. This conference drew in 500 attendees resulting in 920 room nights. The economic impact was \$287,868.

In October 2016, Lubbock hosted the **American Akaushi Association Convention** at the Overton Hotel and Conference Center. This organization is responsible for promoting, maintaining and verifying the purity of the Akaushi cattle breed. The event brought in 200 attendees from across the U.S. for a total of 274 room nights and an \$85,735 economic impact for the Lubbock community.



Fourth Annual World Congress on Ultrasound in Medical Education Conference Event at National Ranching Heritage Center

LUBBOCK SPORTS HIGHLIGHTS

SERVICING



In March 2016, Lubbock proudly played host to the **National Junior College Athletic Association's (NJCAA) Division I Women's Basketball Championship**. While the "Hub City" has hosted many NJCAA events in the past, this was the first time this basketball tournament was hosted outside of Salina, Kan. The six-day event brought in thousands of attendees. It also resulted in an estimated \$1.24 million in economic impact for the local community. The event will continue to be held in Lubbock for 2017 and 2018. Lubbock Sports has also hosted NJCAA Division I National Championships for cross country, golf, as well as outdoor and indoor track and field.



The "Hub City" welcomed 1,500 attendees for the **11th Pan-American Wushu Championship** in August 2016. Organized by the United Martial Arts Training Center and the United States of America Wushu-Kungfu Federation, Lubbock was honored to host the event for the first time. Wushu martial arts practitioners from Canada, Brazil, Mexico and more participated in the event. The three-day competition brought in around 873 room nights and \$273,000 in economic impact for the Lubbock community.



In August 2016, Lubbock Sports hosted the **American Junior Golf Association's (AJGA) Cameron McCormick Junior All-Star Tournament**. Approximately 130 players from around the world traveled to Lubbock and tested their skills on Texas Tech University's The Rawls Course for the four-day event. The AJGA is a 501(c)(3) nonprofit organization dedicated to the growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. Around 400 people attended, booking 1,243 room nights and resulting in \$388,000 in economic impact for the Lubbock community.



Teams from West Texas and New Mexico gathered in Lubbock in July 2016 for the **Southwest Hoops Nationals**. This basketball tournament welcomed an impressive 2,055 attendees. Athletes played at gyms across the city including the APEX Event Center, Lubbock Christian High School, Lubbock Christian University's Rip Griffin Center, Monterey High School and more. The tournament booked 820 room nights and resulted in an estimated \$256,000 in economic impact for the "Hub City."



Around 550 attendees participated and cheered on teams at the **Friendship International Roller Hockey Championship** in Lubbock. The championship was held at Crazy Skates, and athletes came from Mexico, New Mexico, Texas, Oklahoma and Louisiana to participate. An estimated 200 room nights were booked due to the event, which resulted in around \$70,000 in economic impact for Lubbock.

SALES

In June 2017, athletes from New Mexico, Oklahoma and around the state will gather in Lubbock for the **Amateur Softball Association All-Star Tournament**. This is the first time Lubbock Sports has contracted this event to be hosted in Lubbock. It is anticipated the tournament will result in 3,500 room nights and an estimated economic impact of \$1.1 million for the Lubbock community.

In late September, Lubbock hosted the **Rock Solid Gymnastics Southwest Regionals** for the first time. This three-day event brought gymnasts from across Texas to compete in the "Hub City." It resulted in 1,200 room nights, brought in 2,100 attendees from around the region and had an estimated economic impact of \$490,000. Four additional gymnastics competitions will be hosted over the next fiscal year. The remaining competitions are estimated to result in 3,800 room nights and an economic impact of \$1.2 million.



MARKETING AND COMMUNICATIONS

LEDA MARKETING

Return2LBK Workforce Campaign

In late 2015 LEDA launched a strategic marketing campaign focused on workforce development in the IT industry. For a full description of the campaign, see page 14. Marketing components of the campaign included a website (return2lbk.org), advertorials, video testimonials and digital ads on Facebook and LinkedIn.



RETURN2LBK.ORG HAS SEEN

**19,000
USERS &
56,000
PAGE VIEWS**



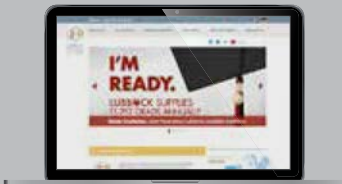
FACEBOOK VIDEO ADS
275,600 VIEWS

The LinkedIn InMail had a
58.47% OPEN RATE
and a **7.02% CLICK THROUGH RATE**

ADVERTISING TARGETED
60,000 PEOPLE
33% VISITED THE WEBSITE

Digital

Over the past year, tens of thousands of page views were logged on the LEDA website by users from all over the United States and the world. The most viewed web pages include Workforce, the Lubbock Business Park and About LEDA. Last year, the LEDA Team launched a responsive website with an updated look, thus creating a nearly 100 percent increase in page views from the previous year. The new adjustments to the site allow for optimal viewing on all smartphones, tablets and other devices. Here's a glance at the site's performance from June 2015 – June 2016:



**173.3% INCREASE IN
UNIQUE VISITORS
FROM PREVIOUS YEAR**
USERS FROM ACROSS
THE WORLD INCLUDING
RUSSIA & BRAZIL

**206% INCREASE
IN SESSIONS FROM
PREVIOUS YEAR**

**100% INCREASE
IN PAGE VIEWS
COMPARED TO PREVIOUS YEAR**

Social Media

This year, LEDA has seen significant growth across all platforms, including Facebook, Twitter and LinkedIn as the Marketing and Communications Team has increased their social media efforts focusing on posts supporting current advertising efforts, workforce and LEDA's strategic plan. From June 2015 to June 2016, LEDA's Facebook Page saw:



**4,602,281
IMPRESSIONS**



30,284 LINK CLICKS

**8,252 UNIQUE VISITORS FROM
SOCIAL TO LEDA'S WEBSITE**

5,764 POST ENGAGEMENTS
334% INCREASE FROM PREVIOUS YEAR

MARKETING AND COMMUNICATIONS

VISIT LUBBOCK MARKETING

Leisure Campaign

In fall 2015, Visit Lubbock launched a new leisure campaign highlighting the top four reasons visitors choose to come to Lubbock. The campaign features print and digital ads, as well as a correlating website landing page for each focus, four :30 second TV spots and a social media strategy. The four focuses are art, wine, music and family. These were determined as a result of the research provided by the State of Texas regarding why people Visit Lubbock.



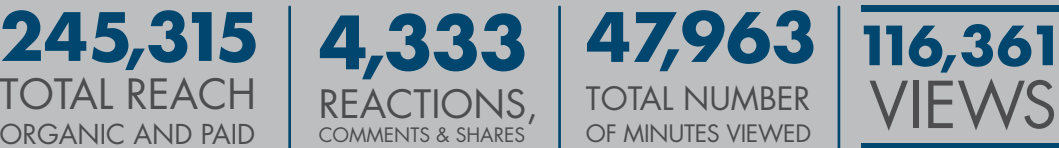
Digital

The Visit Lubbock website has seen tremendous growth over the course of the year. Launched as a redesigned site in early 2015, it continues to be a one-stop-shop for users to find all things "Hub City." Here's a glance at the site's performance from June 2015 – June 2016.



National Travel & Tourism Week 2016

Every year, Visit Lubbock celebrates National Travel & Tourism Week, America's annual salute to travel and tourism, through a marketing campaign targeted specifically to the Lubbock community. In 2016, the Visit Lubbock Marketing and Communications Team promoted the impact of tourism through a series of videos connecting tourism impact numbers with human interest stories. The team developed three videos that were promoted solely on Facebook and Twitter. The videos were uploaded natively to the Visit Lubbock Facebook page and boosted a day later to deliver to Lubbock locals. In one week's time, the videos had a combined result of:



Social Media

Visit Lubbock's social media presence continues to be an integral component of the marketing efforts. This year, the Marketing and Communications Team created a Visit Lubbock LinkedIn Page, as well as a Snapchat account. The team continues to see great increases in reach and engagement across all platforms. Below are a few highlights from June 2015 – June 2016.



HONORS, AWARDS AND APPOINTMENTS

ORGANIZATIONAL

2016 Catalyst Award In February 2016, **Visit Lubbock** received the prestigious Catalyst Award from LHUCA. This is the first time the Catalyst Award was given to an organization. It honors an individual or organization who has specifically been a catalyst for LHUCA and helps advance the vision of founder, Louise Underwood.

Texas Economic Development Council (TEDC) Workforce Excellence Award The TEDC presented a Workforce Excellence Award to the **LEDA Team** at the 2016 TEDC Mid-Year Conference. The LEDA Team was recognized for their efforts with the South Plains High Demand Job Training Project, the SEMI High Tech U with X-FAB Texas and the partnership establishing the South Plains College Career and Technical Education Center. The Workforce Excellence Award program recognizes exceptional contributions by a Texas community or region that has implemented successful workforce initiatives.

Certificate of Achievement for Economic Excellence Recognition from TEDC **LEDA** was recognized during the 2016 TEDC Mid-Year Conference for achievement in Economic Excellence for the year 2015. 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, membership activities and the organizational effectiveness of the staff. This is the fourth consecutive year that LEDA has been the recipient of the Economic Excellence Recognition.

Lubbock Advertising Federation ADDY Awards The **Marketing and Communications Team** took home a Gold ADDY at the 2016 Lubbock Advertising Federation ADDY Awards in the Special Advertising Campaign category for the Meeting and Sports Hero campaign. The team received a number of other awards, including a Gold ADDY for their Lubbock Visitor's Guide spreads, a Silver ADDY for the "Free in Lubbock" Visitor's Guide spread and an additional five Silver ADDYS for their work on a variety of projects for each of the organizations.

Texas Association of Convention & Visitors Bureaus (TACVB) Idea Fair Awards The **Marketing and Communications Team** took home six awards at the 2016 TACVB Idea Fair, held during the organization's annual conference. The team received three People's Choice Awards in the Advertising Campaign, Website and Video categories, two Judge's Choice Awards for Video and Advertising Campaign and the Judge's Overall Choice for Visit Lubbock's four leisure TV spots.

International Economic Development Council (IEDC) Excellence in Economic Development Awards The IEDC recently presented the **Marketing and Communications Team** with a Silver Excellence in Economic Development Award for the 2014-2015 Year in Review piece. The IEDC is the world's largest nonprofit organization serving the economic development profession.

INDIVIDUAL

Executive Board for TEDC **John Osborne**, president and CEO of LEDA and Market Lubbock, Inc., served as the chairman of the TEDC Board of Directors. TEDC is the premier statewide, nonprofit professional association dedicated to the development of economic and employment opportunities in Texas.

Texas Travel Industry Association (TTIA) Executive Committee's Board of Directors **John Osborne** was appointed to serve as the secretary for the TTIA Executive Committee and Board of Directors. TTIA is a statewide organization made up of businesses, organizations, associations and individuals with an interest in developing tourism in Texas.

TACVB Board of Directors **Amy Zientek**, director of sales for Visit Lubbock, is the chairman-elect for TACVB's Board of Directors. TACVB is a statewide organization that provides cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas.

National Association of Foreign-Trade Zones **Christine Allen**, director of workforce development and Foreign-Trade Zone 260, was appointed to the Nominating Committee for the National Association of Foreign-Trade Zones, a nonprofit organization composed of public entities, individuals and corporations involved in the U.S. Foreign-Trade Zones program.

High Ground of Texas Board of Directors **John Osborne** currently serves on the High Ground of Texas Board of Directors, an organization that markets West Texas and strives to create jobs and increase the tax base of the region.

U.S. Sports Congress Board of Directors **Cris Rohrer**, sales manager for Lubbock Sports, was appointed to the U.S. Sports Congress Board of Directors. Entering its 10th year, the U.S. Sports Congress attracts top-level decision makers from the world of amateur sports.

West Texas District Export Council **Christine Allen** currently serves as the secretary for the West Texas District Export Council. This organization is a diverse group of volunteer international trade professionals that represent regions throughout West Texas.

Leadership Texas Class of 2016 **Amy Zientek** was one of 90 women leaders competitively selected from across the state to join an elite network of more than 6,000 women as a member of the Leadership Texas Class of 2016. Leadership Texas, a flagship program of Leadership Women, a nonprofit social enterprise, is designed to help women learn about critical issues outside of their own industries and spheres of influence.

Community Workforce Partnership (CWP)

Christine Allen serves as the secretary for the CWP. The purpose of the partnership is to carry out a cooperative program that meets the training, education and information needs of local and regional businesses, industries and the local and regional labor market.

South Plains Workforce Development Board of Directors

John Osborne serves on the South Plains Workforce Development Board of Directors. This board is charged with overseeing and providing workforce development services to employers and job seekers in a 15-county area of the South Plains.

TACVB Texas Destination Marketer (TDM) Certification Program

Holly Russell, director of marketing and communications for LEDA and Visit Lubbock, received both a Communications/Technology and a Texas Heritage/Cultural Tourism certification at the 2016 TACVB Annual Conference. **Katherine White**, sales manager for Visit Lubbock, also took home a Sales certification. The purpose of the TDM program is to provide employees of convention and visitors bureaus and destination marketing organizations an education framework for marketing Texas as a tourism and group business destination.

Texas Section of The Travel & Tourism Research Association Board

Amy Zientek currently serves on the Texas Section of The Travel & Tourism Research Association Board. This organization facilitates the exchange of ideas and research for its membership.

Caprock Business Finance Corporation Loan Committee

Christine Allen currently serves as a member of the Caprock Loan Committee. The Caprock Business Finance Corporation is a nonprofit entity created under the auspices of the South Plains Association of Governments and is an economic development tool charged with administering the U.S. Small Business Administration 504 commercial real estate loan program.

Lubbock ISD Career and Technical Education Program (CTE) Advisory Committee

Holly Russell 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.

TTIA Young Professionals Committee

Holly Russell and **Amy Zientek** 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.

Lubbock ISD Career and Technical Education (CTE) District-Wide Advisory Committee

Christine Allen is a current member of the Lubbock ISD CTE District-Wide Advisory Committee. Through CTE, there are more than 125 classes that provide hands-on opportunities for Lubbock ISD students to engage in learning.

Destination Marketing Association International (DMAI) Sales & Marketing Committee

Amy Zientek serves on the Sales & Marketing Committee for DMAI. This committee promotes the use of destination marketing organizations among meeting planners.

“

I’ve always recognized the value of LEDA and Market Lubbock in our community, but even more so now as the Mayor of Lubbock. The impact of these organizations is remarkable.

When taxpayers invest in something, they expect results.

From the announcement of Monsanto’s \$144 million investment in the Lubbock economy to hosting national sporting events and highly-renowned conventions, that is exactly what the

LEDA and Market Lubbock teams have delivered.

The work of these organizations to further Lubbock’s growth creates a trickle-down effect positioning Lubbock for an even brighter future.”

DAN POPE,

MAYOR OF THE CITY OF LUBBOCK

LEDA and Visit Lubbock

Non-Negotiable Core Values

ATTITUDE IS EVERYTHING

A positive attitude projects internally and externally. A positive attitude is the key for encouraging, acknowledging and appreciating the work of others.

BE TRUSTWORTHY

Always do the right thing, even when no one is looking. Always respect each other, our community and our clients; remembering our word is our bond.

COMMUNICATE

Take a proactive approach to ensure that all levels of the team are informed in a professional and respectful manner. Express your ideas clearly when speaking and actively listen.

FAMILY FIRST

We expect you to perform at the same levels at home as you do at work. Excellence at home equals excellence at work.

FOSTER SUCCESS

Cultivate and encourage a forward-thinking environment that embraces creativity and diversity, providing support and resources that nurture each individual's unique skills. Empower and trust in others and strive for excellence. Be good stewards with our resources. All achievements big or small will be recognized.

SERVE OTHERS

Uncompromising commitment to our clients, our community and to each other.

WORK IN WISDOM

Work hard, work smart, produce while striving to achieve goals, and make good things happen. Be open and receptive to new ideas and guidance in your dealings with clients as well as fellow workers and be willing to share your experience and knowledge to produce and reach a successful result. Be a humble teacher; be a willing learner.



XTUNTUN-KINIL By Joey "WiseOne" Martinez

1500 Broadway, 6th Floor
Lubbock, Texas 79401

LUBBOCK ECONOMIC
DEVELOPMENT ALLIANCE
MARKET LUBBOCK, INC.
Phone 806.749.4500
Fax 806.749.4501
LUBBOCKEDA.ORG

VISIT LUBBOCK | LUBBOCK SPORTS
Phone 806.747.5232
Fax 806.747.1419
VISITLUBBOCK.ORG
LUBBOCKSPORTS.ORG

