

2018-2019 YEAR IN REVIEW



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

MARKET
LUBBOCK

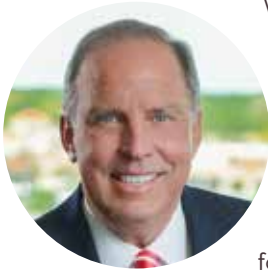
visit
LUBBOCK

LUBBOCK
SPORTS

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Message to Our Stakeholders



When it comes to the impact of economic development and the result of each project won and conference hosted, the motivation of every decision made is the impact it has on the citizens of Lubbock and the opportunities for jobs and quality of life. Often, we don't think about how our lives are affected by new businesses locating in Lubbock or an organization hosting its four-day conference here. At the end of the day, it affects every citizen by generating tax dollars for the economy and stimulating job growth.

Along with bringing new businesses to town and supporting the local industries, LEDA is focused on developing a highly skilled workforce needed for business development. From middle school to high school and within the workforce, LEDA is a catalyst for connecting students and workers with opportunities to advance their skills and gain access to jobs.

For students, LEDA utilizes funds from the High Demand Job Training Grants awarded by the Texas Workforce Commission along with support from Workforce Solutions South Plains, to provide equipment for the 11-county school districts' career and technical education programs. These programs develop skills which are in high demand within our community such as welding, coding and more. This year, the fifth High Demand Job Training Grant

supported culinary arts, construction, health sciences and truck driving. In addition to the experience, some of the courses offer certificates upon completion. These programs provide the foundational skills needed for students to be prepared to enter the workforce upon graduation.

In partnership with Texas Tech University, South Plains College and the Austin Coding Academy, LEDA established the Lubbock Coding Academy which provides training in web development and computer programming. The academy partnered with Dunbar Middle School to offer after school programs for students interested in coding along with a summer camp for Frenship ISD. Whether someone just graduated from high school, is employed in the technology industry and looking to advance their skills, or in a completely different career and looking for a new opportunity, this program offers its students the prospect of acquiring a high paying job following a year of training.

To continue cultivating Lubbock's workforce and the needs of our universities and community college, the City of Lubbock and LEDA negotiated with South Plains College to bring an academic center to downtown Lubbock. In collaboration with Texas Tech University and South Plains College, the Techsan to Red Raider program was established, facilitating an avenue for students to attend a four-year university. This year, these partners signed a performance agreement agreeing that South Plains College would purchase and begin renovations on the former City Hall after it is vacated in fall 2020 -

early 2021. This academic center will allow citizens with limited resources to further their education and obtain skills to enter the workforce.

Along with the access to education and a connection with Texas Tech, as well as adding to the growth of our workforce, this academic center will have a significant impact for Lubbock's downtown revitalization efforts, bringing 2,500 students into downtown every day. The addition of a community college spurs activity in downtown such as hotels, restaurants and nightlife.

To encourage entrepreneurship and innovation, LEDA supports initiatives at the Innovation HUB such as the Ideation Program, the TTU Accelerator Program and the Spark Conference during "Discoveries to Impact" week, to name a few. These programs develop entrepreneurs and enable them to be successful in their efforts during and after their time at the Innovation HUB. Whether the company is focused on engineering microfluidic technologies like NemaLife Inc. or embryo selection technology like EmGenisys, LEDA believes the work done at the Innovation HUB impacts research and development on a global scale contributing not only to the culture of entrepreneurship in our community, but to the advancement of technology and solutions for far-reaching problems.

These career and technical education programs are just a few examples of how LEDA works to support Lubbock's workforce. Along with these programs, LEDA actively recruits new businesses to expand in

Lubbock, providing more job opportunities. With a thriving workforce, businesses see a place where people want to live and work and attract the talent with the many job openings. With a statewide unemployment rate of just over 3%, the recruitment of a highly skilled workforce is essential to meeting the needs of these expanding businesses. As more businesses bring more jobs, the city's population grows, which brings more restaurants and entertainment options. This growth affects the hospitality industry and results in more visitors coming to Lubbock. As more visitors come to Lubbock, property owners save more on their property taxes.

In the end, LEDA, Market Lubbock and Visit Lubbock's efforts are focused on serving every citizen by creating jobs, training the people of Lubbock and sharing with businesses why they want to be in the "Hub City."



BARRY ORR
Chairman of the Board

Message to Our Stakeholders



Significant achievements in economic development happen when you approach a project with a solution-driven mentality that is focused on addressing not just the need at hand but working in a way that ensures future growth. Our focus continues to be creating a place where people want to live and work and where industry thrives.

LEDA and Market Lubbock's attention to projects designed to enhance the overall quality of life for citizens enables us to attract tomorrow's workforce. Because of these projects, along with a below-average cost of living, a great work/life balance and a vibrant cultural scene, Lubbock has become one of the Top 20 Cities in the United States Where Millennials are Moving.

To stimulate an ideal living and working environment, Market Lubbock initiated two significant projects which improve the quality of life for citizens and bring more visitors to Lubbock. The revitalization of downtown Lubbock and the improvements to the Berl Huffman Athletic Complex are initiatives which create a place where tomorrow's workforce wants to live and work. These projects complement the City of Lubbock's recent investments in the community, which include food truck ordinance changes, the addition of new bike lanes and development of dog parks.

Downtown's revitalization is key to attracting the future generation of our workforce, and therefore, a crucial component to instigating business growth in our great city. Along with catalytic projects such as the Buddy Holly Hall of Performing Arts and Sciences and the City of Lubbock's relocation to Citizens Tower, Market Lubbock's downtown grant program has ignited our business and entertainment districts with transformative developments. Downtown Lubbock is now thriving with new residential spaces, like the Courthouse Lofts, new businesses, including Two Docs Brewing Co., and new accommodations, such as the Cotton Court Hotel and Pioneer Pocket Hotel. South Plains College will also begin renovations on the current City Hall to open a new academic center in early 2020, bringing 2,500 students downtown every day.

Our investment in the Berl Huffman Athletic Complex mirrors this strategy. By upgrading the irrigation system and existing roads, as well as adding the championship fields, LED lighting and designated areas for food trucks, this facility will rival any in the state. By making these significant improvements to this 86-acre facility, we are creating a place where our locals are eager to attend athletic competitions and where visitors are eager to compete in tournaments hosted on our first-class championship fields. With an estimated opening weekend of Memorial Day 2020, this massive project is already catching the eye of tournament directors who are interested in playing at this premier facility.

Each of these projects provides the momentum needed to encourage people to live and work in Lubbock while attracting visitors as well. As a result, Lubbock welcomed 6.48 million visitors, 1.7 million more than a decade ago, generating over \$900 million in economic impact last year. As the seventh most popular MSA destination in Texas, Lubbock continues to benefit as tourism brings more wealth and property tax savings. When it comes to quality of life in Lubbock, tourism plays an invaluable role. As a result of the booming hospitality industry, we see more entertainment venues, restaurants and nationally recognized chains like The Cheesecake Factory and P.F. Changs make their way to Lubbock. In return, more jobs are being created which attracts more people who both want to visit as well as those who choose to relocate to our city. While the “Hub City” continues to be recognized for our talents, attractions and evolving culture, we expect to see continued growth in both culture and industry.

To prepare our citizens for new business growth, LEDA equips our workforce with the skills needed for high-demand jobs. For instance, the Lubbock Coding Academy provides students with the skills needed for the ever-growing technology industry. Additionally, LEDA continues to support 11-county school districts with High Demand Job Training Grants which assist with career and technical education for middle and high school students. As a result of this collective push in our present and future workforce, we have seen tremendous business growth, adding more than 11,000 jobs over the past five years, one-third

of which paid over \$50,000 a year. With in-demand skills training, Lubbock offers a rich pool of talent, making it the ideal place to begin a career or move a business. This environment stimulates a culture where industry thrives and start-ups emerge.

In fact, as a result of our population growth, diversity of growth sectors, support for start-ups and economic development strategy, *Business Facilities* recognized the “Hub City” as one of the fastest growing mid-sized cities for economic growth potential in the country. Because of this environment, we’ve welcomed new businesses such as WL Plastics, announced local expansions like FAST Inc. and broke ground on research companies such as Corteva Agriscience.

In closing, I’d like to thank our board of directors and the city council for their support and dedication to our city. Also, I’d like to recognize our city officials and community leaders for making Lubbock a wonderful place to live and work. As we look forward to the future of our city, we must continue pursuing projects dedicated to both improving the quality of life for our citizens and attracting our future workforce. By investing in these efforts, we build a city where industry thrives, culture emerges and people visit.



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 its 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. Barry Orr, *Chairman of the Board,
Chairman and CEO of FirstBank & Trust*

Mr. Mark Griffin, *Vice Chairman of the Board,
President & General Counsel of The Griffin Companies*

Mr. Matt Bumstead, *President at Nun Ide & CEO
in Residence for Lubbock Christian University*

Mr. Calvin Davis, *District Director of the
U.S. Small Business Administration*

Ms. Regina Johnston, CPA, *Partner at
Robison, Johnston & Patton*

Ms. SuzAnn Kirby, CPA, *Former CFO for
United Supermarkets, LLC, Retired*

Dr. John Opperman, *Vice Chancellor for Academic
Affairs for the Texas Tech University System*

Mr. Brett Cate, *Chief Sales Officer for Tyler Technologies*

Mr. Chris Carpenter, *President of
Armstrong Mechanical Co. Inc*

Ms. Kristin Murray, *Executive Director at Voice of Hope*

LEDA STAFF

Mr. Kenny McKay, *Director of Business Retention*

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

Mr. Jorge Quirino, *Manager of Downtown
& Special Projects*

Ms. Carolyn Rowley, *Director of Business
Recruitment & Innovation*

Mr. Kevin Holzbog, *Project Manager for
Business Recruitment & Innovation*

Mr. Rusty Smith, *Project Manager for Business
Recruitment & Innovation*

LEDA AND VISIT LUBBOCK STAFF

Mr. John Osborne, *President
& Chief Executive Officer*

Ms. Jana Johnston, CPA, *Chief Financial Officer
& Chief Operations Officer*

Ms. Katy Christy, *Accountant,
Human Resources Manager*

Ms. Kristie Caviness, *Director of Marketing
& Communications*

Ms. Courtney Killian, *Marketing Manager*

Ms. Katherine White, *Media Relations
& Communications Manager*

Ms. Elizabeth Espinoza, *Creative Manager*

Mr. Ryan Shelburne, *Content Coordinator*

Ms. Lacie Freelen, *Marketing &
Communications Specialist*

Ms. McKenna Dowdle, *Marketing &
Communications Specialist*

Ms. Linda Davis, *Executive Assistant*

Ms. Rosalind Priestley, *Administrative Assistant*

VISIT LUBBOCK STAFF

Ms. Amy Zientek, *Director of Sales*

Mr. Scott Harrison, *Sports Director*

Ms. Lisa Grinstead, *Sales Manager*

Ms. Tiffany Kennedy, *Sales Manager*

Ms. Tory Davis, *Sales Manager*

Ms. Karri Logan, *Services Manager*

Ms. Abby Scott, *Sales & Services Coordinator*

Organizational Impact and ROI 2018 - 2019

The teams at LEDA, Visit Lubbock and Lubbock Sports were apart of many exciting projects this year, such as hosting nearly six and a half million visitors, encouraging growth in industries, revitalizing downtown and investing in workforce development programs.



675
TOTAL JOBS

TOTAL CAPITAL
INVESTMENT
\$96,101,493

\$67,291,887
**TOTAL
ANNUAL
VALUE
ADDED
IMPACT**



486
CONVENTIONS
& EVENTS

164,763
ROOM
NIGHTS

\$51,554,343
**TOTAL
ECONOMIC
IMPACT**



198
SPORTING
EVENTS

130,875
ROOM
NIGHTS

\$40,950,787
**TOTAL
ECONOMIC
IMPACT**

Annual Impact

LEDA/MARKET LUBBOCK, INC. LOCATIONS	2018/19	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Locations	18	192	12.8
Total Jobs*	675	8,714	580.9
Average Number of Jobs/Locations	37.5		45.4
Total Capital Investment	\$ 96,101,493	\$ 1,183,777,967	\$ 78,918,531
Total Incented Annual Wages	\$ 1,080,000	\$ 160,589,135	\$ 10,705,942
Average Annual Wage of Incented Jobs	\$ 54,000		\$ 40,708
Total Annual Value Added Impact**	\$ 67,291,887	\$ 1,524,194,353	\$ 101,612,957
Average Value Added Impact/Job Created	\$ 99,692		\$ 174,913
Average Value Added Impact/Location	\$ 3,738,438		\$ 7,938,512

*Jobs represent number of jobs created once project is fully operational.

**Value added is the increase in gross area product annually.

"I always say, "Here at EmGenisys, we are breeding something epic!" To some, our "something epic" may be the next prized bull, but I believe it can be greater than that. Due to the support from LEDA, we are launching a company out of the Innovation Hub, which is improving animal production practices worldwide. Yes - this generates jobs in West Texas and helps out our own local farming community, but it also gets us closer to achieving food security for the growing global population, improves animal welfare and promotes environmental sustainability - all which seems pretty epic to me!

LEDA and the Innovation Hub not only provide seed funding, mentorship and business classes to entrepreneurs, but rally a community to support Lubbock start-ups.

This support is not confined by county lines, as I have been approached by customers, investors and key opinion leaders internationally due to outreach derived from LEDA and the Innovation Hub. Some Accelerator teams even got their product into outer-space!"

**CARA
WELLS**
CEO OF EMGENISYS

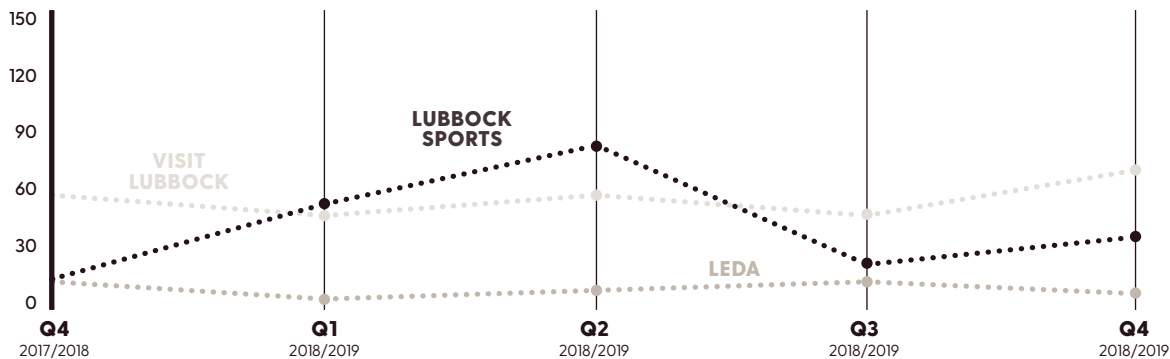
Annual Impact (cont)

VISIT LUBBOCK AND LUBBOCK SPORTS	2018/19	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Conventions and Events	486	6,284	418.9
Total Number of Room Nights	164,763	2,016,666	134,444
Average Number of Room Nights/ Convention or Event	339.0		320.9
Total Estimated Attendees	541,740	5,829,753	388,650
Average Number of Attendees/ Convention or Event	1,115		930
Total Economic Impact*	\$ 51,554,343	\$ 634,322,235	\$ 42,288,149
Average Economic Impact/ Convention or Event	\$ 106,079		\$ 100,942
Average Economic Impact/ Room Night	\$ 312.90		\$ 315
Average Economic Impact/ Attendee	\$ 95.16		\$ 108.81
Average Amount of Incentives/ Convention or Event	\$ 1,332		\$ 1,367
Average Amount of Incentives/ Room Night	\$ 3.93		\$ 4.40
Average Amount of Incentives/ Attendee	\$ 1.20		\$ 1.54
Every \$1 committed to incentives generates an economic impact of	\$ 79.61		\$ 72.86
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock	\$ 752.87		\$ 508.63

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

Current Prospects

NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL

VISIT LUBBOCK/ LUBBOCK SPORTS



LEDA



VISIT LUBBOCK/LUBBOCK SPORTS

Ally Referral	8
Direct Calls	58
Marketing Calls	28
Rebooking	48
Tradeshow	8
TOTAL	150

LEDA

Allies	6
Direct Calls/Website	37
Consultants	4
Marketing Calls/Trips	19
Office of Economic Development	6
Referrals/RCI/Wavteq	9
TOTAL	81



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™

PROSPECTS BY NAICS* CODE	TOTAL	PERCENT
Crop Production	2	2%
Utilities	1	1%
Heavy and Civil Engineering Construction	1	1%
Food Manufacturing	11	14%
Chemical Manufacturing	2	2%
Plastics and Rubber Product Manufacturing	5	6%
Primary Metal Manufacturing	2	2%
Fabricated Metal Product Manufacturing	1	1%
Machinery Manufacturing	7	9%
Computer and Electronic Product Manufacturing	3	4%
Electrical Equipment, Appliance and Component Manufacturing	2	2%
Transportation Equipment Manufacturing	2	2%
Miscellaneous Manufacturing	5	6%
Merchant Wholesalers, Durable Goods	1	1%
Merchant Wholesalers, Nondurable Goods	2	2%
Truck Transportation	5	6%
Support Activities for Transportation	1	1%
Warehousing/Storage	3	4%
Telecommunications	5	6%
Data Processing	1	1%
Insurance Carriers	1	1%
Funds, Trusts and Other Financial Vehicles	1	1%
Professional, Scientific and Technical Services	11	14%
Management of Companies and Enterprises	2	2%
Administrative and Support Services	2	2%
Ambulatory Health Care Services	1	1%
Social Assistance	1	1%
GRAND TOTAL	81	

PROSPECTS BY MARKET	TOTAL	PERCENT
Association	33	27.73%
Association Government	2	1.68%
Corporate	3	2.52%
Education	52	43.70%
Festivals/Events	7	5.88%
Government	1	.84%
Group Tour	6	4.8%
Military Reunion	1	.84%
Religious	12	10.08%
Reunion	1	.84%
Social/Fraternal	5	4.20%
Weddings	1	.84%
GRAND TOTAL	124	

Visit
LUBBOCK

PROSPECTS BY SPORT	TOTAL	PERCENT
Baseball	2	7.69%
Basketball	3	11.54%
Bowling	1	3.85%
Combat	8	30.77%
Football	1	3.85%
Golf	5	19.23%
Gymnastics	1	3.85%
Multisport	2	7.69%
Softball	2	7.69%
Other	1	3.85%
GRAND TOTAL	24	

LUBBOCK
S P O R T S



“WL Plastics is excited to add operations in Lubbock, as we expand our manufacturing capacity in Texas. **Lubbock is a great fit for our company to better serve our customers with a skilled workforce, as well as good transportation and distribution logistics.** Lubbock is an excellent location for our employees, offering quality educational opportunities, diversified commerce and high-quality medical care. For all these reasons, Lubbock is a great fit for our company’s expansion.”

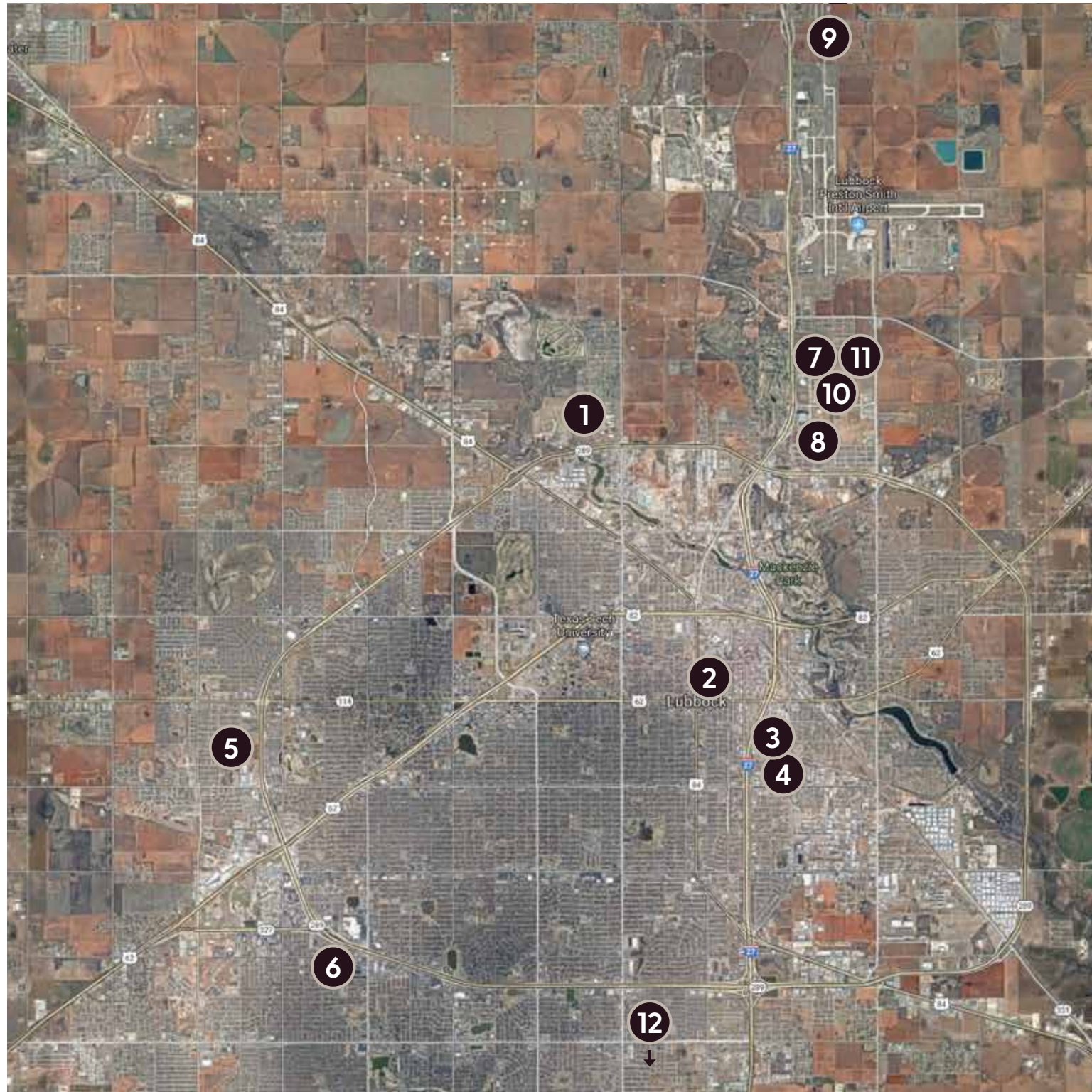
**MARK
WASON**
CEO OF WL PLASTICS
CORPORATION



LEDA Location Announcements

LEDA continues to invest in efforts parallel to its strategic plan by actively seeking businesses that have a positive impact on the community, diversify and complement the formation of Lubbock's industry, and employ both citizens and graduates while simultaneously strengthening Lubbock's ever-growing, highly skilled workforce.

	COMPANY	TOTAL JOBS	CAPITAL INVESTMENT	ANNUAL VALUE ADDED IMPACT
1	AT&T Communications	18		\$ 3,389,783
2	South Plains College		\$ 15,000,000	
3	Simmons Pump	17	\$ 2,875,000	\$ 5,574,827
4	Shearer's Foods Lubbock, LLC		\$ 1,100,000	
5	VXI Global Solutions	400	\$ 750,000	\$ 23,926,280
6	FAST	24	\$ 1,102,500	\$ 2,501,388
7	Lummus Corporation	21	\$ 385,000	\$ 2,579,959
8	O'Reilly Distribution Center	40		\$ 4,710,270
9	WL Plastics	40	\$ 17,000,000	\$ 7,020,601
10	MTBC Ltd.	70	\$ 27,000,000	\$ 9,748,321
11	Republic National Distributing Company	10	\$ 2,010,000	\$ 1,746,052
12	Texas Pipe & Machinery, LLC	35	\$ 9,000,000	\$ 6,094,406
		675	\$ 76,222,500	\$ 67,291,887



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Market Lubbock Downtown Grants

In 2016, Market Lubbock developed a grant program to spur the revitalization of downtown. Within the program, there are two grants that businesses can apply for: facade and permittable grants. The facade grant focuses on the outside appearance of a building and a permittable grant includes improvements to a property that requires a city permit. Before the permittable project can start, a permit must be pulled. The city must then approve the scope of the work before the funds are granted by Market Lubbock. Each grant is considered with the mindset of preserving the character of downtown.

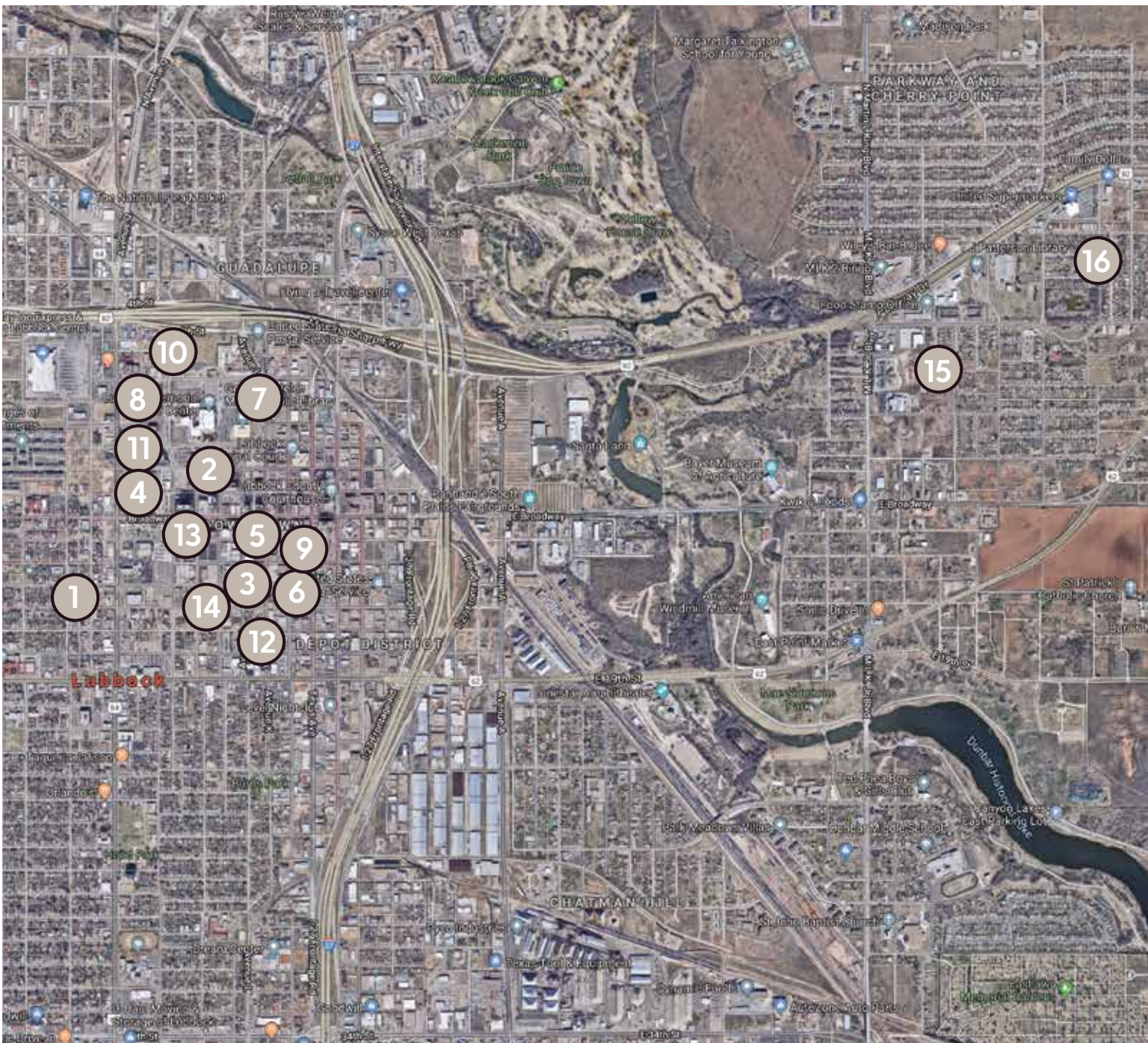
COMPANY		CAPITAL INVESTMENT
1	Flips 806, LLC	\$ 200,599
2	Damascus Road Downtown	\$ 89,603
3	Raldo Development, LLC	\$ 39,553
4	Valencia Hotel Group	\$ 17,071,725
5	Chappell, Lanehart & Stangl	\$ 5,661
6	Veritas Medical	\$ 76,100
7	Blankenship Law Office	\$ 49,930
8	MCM Elegante	\$ 1,141,374
9	V-Tech Environmental Services	\$ 14,206
10	Charles Adams Gallery	\$ 365,000
11	Century Homes Redemption	\$ 63,122
12	Jux-ta-posh	\$ 55,175
13	Veritas Medical	\$ 998,092
14	V-Tech Environmental Services	\$ 4,076
		\$ 20,174,216

Ratio of \$40.12 in downtown private investment for every \$1.00 of public investment

EAST SIDE GRANTS (NEW THIS YEAR)

COMPANY		CAPITAL INVESTMENT
15	Hump Investments	\$ 71,300
16	Parkway Place Lubbock	\$ 102,203
		\$ 173,503

Ratio of \$4.66 in east side private investment for every \$1.00 of public investment



LEDA Location Highlights



As a leading manufacturer for High Density Polyethylene (HDPE) pipe, **WL Plastics Corporation** selected Lubbock to be its 9th manufacturing plant in the U.S. in October 2018. The company, which produces pipe for the oil, gas and water markets, manufactures pipe at its new facility at Rail Port. The new building is approximately 50,000 sq. ft. with an estimated 50 rail cars arriving every month with raw materials for production. The investment totals \$17 million for the facility with an estimated 40 new, full-time positions.



TBC Enterprises, a beauty supply business, decided in August 2019 that they will expand operations from the current location occupying 80,000 sq. ft., to a new 300,000 sq.-ft. building in the Lubbock Business Park. Along with the purchase of the new building amounting to \$27 million in capital investment, TBC Enterprises added 70 new jobs with an average salary of \$37,500.



In March 2019, **VXI Global Solutions**, which designs and supports customer engagement platforms, created 200 new jobs to assist with customer retention at its call center. Then, in August 2019, the company added an additional 200 jobs with a capital investment of \$750,000 for updates to the facility creating a better work/life balance for their employees.



FAST Inc. (Fund Accounting Solution Technologies) creates cloud-based solutions for local governments. In March 2019, the company added 24 new jobs as well as a capital investment of \$1.1 million. The jobs focused on support services for the software with an average salary of more than \$46,000.

“Corteva Agriscience’s experience with LEDA was marvelous. There is simply no other way to describe the staff’s dedication and passion for Lubbock.

They are responsive and communicative in a manner that makes you feel at home and reinforces your decision to do business in Lubbock.”

**WARREN
MAYBERRY**

SENIOR LEAD OF GOVERNMENT
AND INDUSTRY AFFAIRS FOR
CORTEVA AGRISCIENCE

Downtown & East Side Activity

SINCE 2015,
\$255,948,414
HAS BEEN INVESTED
IN DOWNTOWN
REDEVELOPMENT
PROJECTS.

117
PROJECTS
INITIATED

DOWNTOWN AND EAST SIDE GRANT PROGRAM TOTALS

DOWNTOWN NOV 2016 - AUG 2019		EAST SIDE NOV 2018 - SEPT 2019	
TOTAL GRANTS 48	TOTAL COMPLETED PROJECTS 36	TOTAL GRANTS 2	TOTAL COMPLETED PROJECTS 2
TOTAL PRIVATE INVESTMENT \$32,673,706		TOTAL PRIVATE INVESTMENT \$173,503	
TOTAL MARKET LUBBOCK INVESTMENT \$1,343,671		TOTAL MARKET LUBBOCK INVESTMENT \$37,250	
RATIO OF \$24.32 IN DOWNTOWN PRIVATE INVESTMENT FOR EVERY \$1.00 OF PUBLIC INVESTMENT THIS YEAR.		RATIO OF \$4.66 IN EAST SIDE PRIVATE INVESTMENT FOR EVERY \$1.00 OF PUBLIC INVESTMENT THIS YEAR.	

Downtown & East Side Activity (cont)

The Valencia Hotel Group from San Antonio, Texas is building a full service hotel at 1610 Broadway called the **Cotton Court Hotel**. The permissible grant for the project entails the construction of a 169-room hotel designed to resemble a 100-year old cotton exchange building built around a courtyard. The construction for the property is \$16,682,457 in capital investment. In addition to the construction, the Valencia Hotel Group is investing in the irrigation and landscaping of the property with an additional \$389,268 in capital investment through a facade grant.



Veritas Medical, a holistic medical practice, renovated the building at 1316 Texas Ave. with both permissible and facade grants totaling \$998,092 in capital investment. The permissible grant included updates to comply with code for a clinic with a new elevator, fire suppression system, electrical and HVAC upgrades along with new lighting. The facade grant included updates such as opening the existing facade and infilling with new metal work, allowing a view into the courtyard and clinic, repairing and refinishing the existing wall, installing a new gate and installing trees and brick pavers.

Downtown & East Side Activity (cont)

Parkway Place Lubbock, LLC, led by Gill Holdings and North & East Lubbock Investment Inc., renovated the building at 1826 Parkway Drive with new drywall, doors, windows, metal framing, electrical work and more, adding to \$102,203 in capital investment.



Hump Investments, at the direction of Mr. Terry Humphrey, renovated the property at 1708 E. 4th St. with both permissible and facade grants. The improvements to the building include new spray foam on the roof, a new parking lot and new surface to the facade wall totaling \$71,300 in capital investment.

Charles Adams Gallery, a nonprofit arts organization founded by Charles Adams, with the help of Margaret Talkington, serves as a working artists' community offering 800 square-foot climate-controlled artist work studios at 408 Ave. J. The permissible and facade grants included new building construction with site grading, concrete, plumbing, HVAC and electrical work totaling \$365,000 in capital investment.



AN AWARD-WINNING, COMPREHENSIVE SOLUTION FOR LUBBOCK'S WORKFORCE

Following the F-5 tornado that tore through downtown Lubbock in 1970, the city experienced great loss, impacting the character and life of this area. Since then, the community sought to restore activity to downtown. With unkept buildings and vacant properties, a revitalization of the area was needed to bring back people and businesses. A key component to the revitalization of downtown was establishing a reason for people to come downtown. In addition, Lubbock needed to grow its community college presence. Prior to this project, South Plains College did not have an academic center within the city limits of Lubbock. With a need for more development in downtown and access to a community college in Lubbock, these efforts will collectively increase the availability of workforce.

RENOVATIONS WILL BEGIN
ON THE FORMER CITY HALL
AFTER IT IS VACATED IN

**FALL 2020 –
EARLY 2021.**

ALONG WITH THE SIGNIFICANT
IMPACT FOR LUBBOCK'S DOWNTOWN
REVITALIZATION EFFORTS, THE NEW
ACADEMIC CENTER WILL BRING

**2,500
STUDENTS**
INTO DOWNTOWN EVERY DAY.

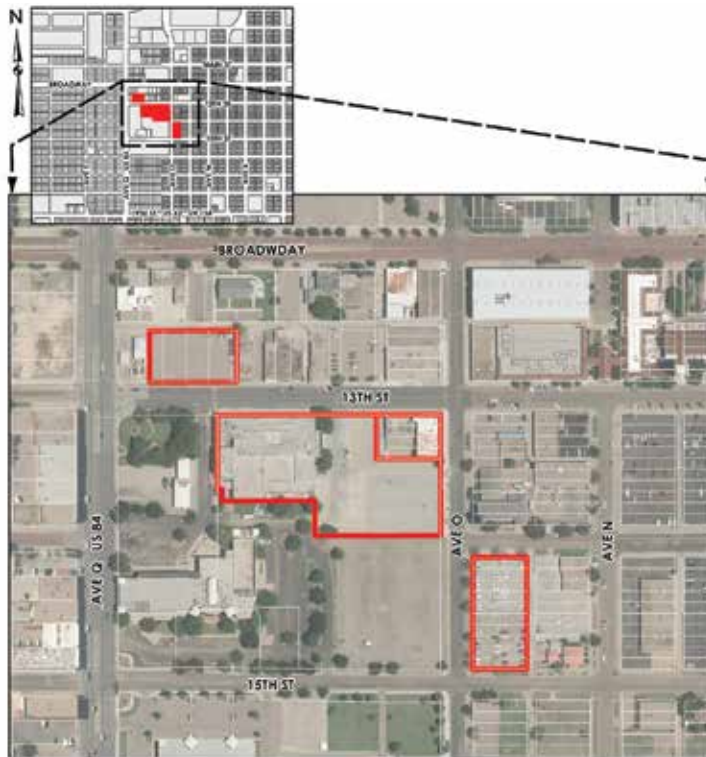


Our downtown revitalization efforts were propelled by several catalytic projects. Now, education is a cornerstone of our downtown and will bring people to study, work and live in downtown Lubbock for decades to come.

This project has far-reaching effects on all areas of economic development in Lubbock. More people will have access to education to acquire skills to attain high-demand jobs. In return, the increase in labor will attract more businesses to Lubbock, which will in turn provide more of a demand for workers to be educated and trained in needed skills.

For this academic contribution to the community, the LEDA team was awarded the prestigious Community Economic Development Award (CEDA) during the 2019 Texas Economic Development Council's (TEDC) annual conference earlier this year. The award honors excellence and exceptional contributions of Texas communities in economic development.

LEDA, along with the City of Lubbock, South Plains College and Texas Tech University, won this award for their collective approach to workforce development through the establishment of the South Plains College Academic Center.



"The City Council is grateful to LEDA, Market Lubbock and Visit Lubbock for their comprehensive approach to stimulating economic development in our community. The teams take on every project with a solution-driven mentality that encourages an innovative, team-based approach resulting in catalytic projects for Lubbock. We look forward to celebrating the success of this year when South Plains College's Academic Center opens, new projects are announced in downtown and the grand opening of the Berl Huffman Athletic Complex kicks off. **The spark of success catches when a team is united in its culture and thought process which is the driving force of these teams.**"

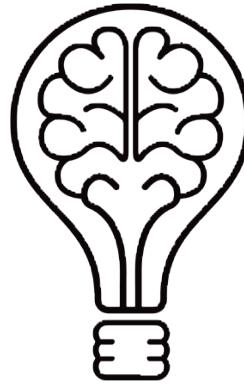
**JEFF
GRIFFITH**
MAYOR PRO TEM







TEXAS TECH UNIVERSITY
Innovation Hub
at Research Park™



**The
Hub™**

The Innovation HUB at Research Park continues to provide substantial financial and mentorship support for startups in West Texas. As a part of this catalyst for innovation, West Texas is becoming known as a place where ingenuity is cultivated and where big ideas become a reality. LEDA partners with the Innovation HUB by providing funds for 10 programs, which educate and provide resources for West Texas entrepreneurs from ideation to acceleration.

IDEATION

- Faculty C-Startup
- HUB Camp
- Red Raider Idea Competition
- iLaunch
- “Discoveries to Impact”
 - 2,341 participants
 - 7,926 volunteer mentor hours
 - \$35,000 funds awarded

ACCELERATION

- Designed to assist faculty, students and entrepreneurs launch startup companies
- Top 7 startup companies are awarded:
 - \$12,500 each
 - HUB space for one year
- Advanced Hub Camp Program
- Mentoring from top leaders & businessmen

**PRESIDENT'S
INNOVATION AWARD**

- 46 program participants
- 43 mentors
- 1,206 volunteer hours
- \$275,000 funds awarded

5 STARTUP COMPANIES GRADUATED FROM THE ACCELERATOR PROGRAM:

HANGIO

Offers wardrobe solutions to optimize the everyday closet experience through cool, flexible, all-in-one hangers that revolutionize the way clothes are stored.

BAONANO

Super capacitor technology that will significantly downscale the power circuit profile and enhance the lifetime and functionality of electronic devices.

NEMALIFE

A platform technology for high throughput drug discovery and toxicology in small animals.

Interesting Fact: This startup is working with NASA.

iNOON

A novel diagnostics method of detecting eye diseases using a smartphone.

LIGHTNING IMPORT

A new software technology tool to create efficiencies in importing product data and inventory.

Many of the startups coming from the Innovation HUB are breaking boundaries in the entrepreneurial world and taking their products as far as space. As a result of mentorship opportunities, volunteer hours and infrastructure available at the HUB, West Texas leads the way in innovation and entrepreneurship.

Lubbock Coding Academy



“Before I got into the Lubbock Coding Academy I felt like I knew a lot about writing code, but I didn’t know how much I didn’t know,” said Davis Gibson, software developer for Livingston Hearing Aids. “The instructors really know what you need to learn to be a software developer tomorrow.”

TRAINING IN WEB DEVELOPMENT
AND COMPUTER PROGRAMMING

40 TOTAL STUDENTS

38% PLACEMENT RATE
FOR 1ST COHORT PRIOR TO
COMPLETING THE PROGRAM

4 PLACEMENTS
WITH LOCAL COMPANIES

31% FEMALE
WHICH IS NEARLY DOUBLE THE
NATIONAL AVERAGE

15 STUDENTS
AFTER-SCHOOL PROGRAM AT
DUNBAR MIDDLE SCHOOL

FRENSHIP CODING CAMP

The Lubbock Coding Academy held a week-long camp earlier this summer that gave middle and high school students the opportunity to develop their computer coding skills.

12 STUDENTS > PARTICIPATED IN THE CAMP

- Teaches students to code a website
- Identify a problem and create a solution through a business model
- Practice marketing a business

During this camp students learned to code their own websites, launch a business, develop marketing skills and practice graphic design.

Hosted by the LCA, the camp was held inside of the Frenship Ninth Grade Center. Students who attended the camp were also given first, second and third place awards for the most creative and best ideas.

"Partnering with LEDA was vital in the creation of the Lubbock Coding Academy. Because of their partnership, we are able to train anyone who wants to learn to code and provide them with the skills they need to secure a job in this ever-growing industry. **LEDA's investment in education for the community helps encourage people to stay, which in turn not only helps the economy grow, but the future of Lubbock as well.**"

**CHRIS
LOFTON**
CEO OF LUBBOCK
CODING ACADEMY

Teacher Externships

This is an opportunity for teachers to gain industry experience and see how educational skills, such as math and science, are used in the workplace as well as earned their professional development credit during the summer. For Lubbock professionals, this program is an excellent opportunity to give back to the community and attain new insight from the teachers.



SARAH ALLEN
CULINARY ARTS INSTRUCTOR AT LUBBOCK COOPER ISD
EXTERNED AT THE WEST TABLE

“My involvement in the Teacher Externship program allowed me to take the industry expectations, as well as a clear understanding of the daily skill and rigor of service, and apply that to the high school culinary classroom and practice. I’m able to provide my students with similar expectations that Chef Cameron and his team meet each day at The West Table.”




CAROLINA ALONZO
AUDIO/VIDEO PRODUCTION INSTRUCTOR AT BYRON MARTIN ACT
EXTERNED AT RAMAR COMMUNICATIONS

“The Teacher Externship program allowed me to touch base with the media industry to make sure I’m teaching my students the essentials of how to be successful in this career field. It was a great way to reconnect with professionals, ask questions and find out the latest trends in the industry.”

MICHAEL MORENO
ENGLISH AND HISTORY INSTRUCTOR AT ROOSEVELT HIGH SCHOOL
EXTERNED AT CITY BANK

“The Teacher Externship program provided by LEDA was an excellent opportunity for myself and other educators to observe and work with business professionals in our own community to connect our curriculum with real world experiences.”



“As a result of the strong partnership between Texas Workforce Solutions, Lubbock Economic Development Alliance, the Region 17 Education Service Center, along with Lubbock, Lubbock-Cooper, Frenship and Roosevelt ISDs, the first-ever South Plains Teacher Externship Program was a huge success. **This program allowed over 140 teachers from around the region the unique opportunity to work side-by-side with local businesses and industries and acquire a better understanding of what skills students need to have as they prepare to enter the workforce.** This knowledge and experience will allow teachers to provide up-to-date, industry-based instruction to best prepare students and help ensure the future of our workforce.”

HEATHER BLOUNT

EDUCATION SPECIALIST, CAREER
& TECHNICAL EDUCATION (CTE)
FOR REGION 17

Accolades



LUBBOCK AMONG THE
TOP 10
BEST CITIES FOR
COLLEGE GRADUATES

LUBBOCK AMONG THE
TOP 25
PLACES MILLENNIALS ARE
MOVING



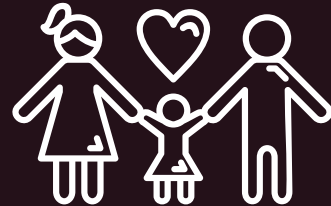
LUBBOCK
RANKED
TOP 10
FOR
ECONOMIC
GROWTH
POTENTIAL IN
MID-SIZED
METROS



LUBBOCK IS ONE OF THE
TOP 17
CITIES THAT ARE
GETTING RICHER



TOP 10
BEST CITIES
TO RAISE A FAMILY



LUBBOCK NAMED IN TOP 5 CITIES
WITH BEST TRAFFIC AND WORK-LIFE BALANCE

Visit Lubbock and Lubbock Sports Events

Each year, convention-goers and sports teams from across the country and around the world make their way to Lubbock to attend events, conferences, tournaments and games. From first-time visitors to those rebooking an event, Lubbock is reputable for its unmatched service, attention to detail and competitive bid. Thanks to the events and meetings Lubbock hosted in 2018, over \$752 was saved per household in property taxes.

VISIT LUBBOCK EVENTS

COMPANY	ROOMS TRACKED	ESTIMATED ATTENDEES	ECONOMIC IMPACT
ESC Region 13 READ Kick Off Summer Professional Development	865	410	\$ 525,672
Texas Hawking Association NAFA Field Meet	619	320	\$ 172,095
Texas Association of Advisors for the Health Professions Conference	513	240	\$ 201,820
Latino Medical Student Association National Conference	229	309	\$ 219,030
All Other Events (284)	29,412	194,054	\$ 9,203,014.80
TOTAL	31,638	195,333	\$ 10,321,631.80

LUBBOCK SPORTS EVENTS

GROUP NAME	ROOMS TRACKED	ESTIMATED ATTENDEES	ECONOMIC IMPACT
2019 Lubbock Sports Bowling Open	925	695	\$ 500,640
Ironman 70.3 Lubbock	16,252	4,806	\$ 3,754,800
2019 SURVA Bid Qualifier Regional Volleyball Tournament	4,090	6,218	\$ 782,250
2019 NCAA Division II Women's Basketball Tournament	360	5,519	\$ 156,540
2019 Mayor's Marathon	400	3,710	\$ 468,350
Big 12 Indoor & Outdoor Track	3,000	3,489	\$ 312,900
All Other Events (192)	117,294	321,720	\$ 34,975,307
TOTAL	130,875	346,157	\$ 40,950,787

Visit Lubbock Highlights

HOSTED



ESC REGION 13 READ KICK OFF SUMMER PROFESSIONAL DEVELOPMENT

In July 2019, Lubbock welcomed the ESC Region 13 READ Kick Off Summer Professional Development. The “Hub City” hosted 410 professionals during the five-day event at Lubbock High School. Attendees from the Education Service Center (ESC) had the opportunity for professional development in areas relating to advancing education innovation and student success. This event boasted 865 rooms and had an economic impact of \$525,672.



TEXAS HAWKING ASSOCIATION NAFA FIELD MEET

Visit Lubbock’s reputation for hospitality brought the Texas Hawking Association NAFA Field Meet back to the “Hub City” for the second time in late 2018. The group last met in Lubbock in 2014. An estimated 320 attendees gathered together for the North America Falconers Association Field Meet. This event tracked 619 rooms with an impact of \$172,095 on the Lubbock economy.



TEXAS ASSOCIATION OF ADVISORS FOR THE HEALTH PROFESSIONS CONFERENCE

The Texas Association of Advisors for the Health Professions met at Texas Tech University Health Sciences Center. This event hosted 240 health professions advisors from across the state in efforts to improve advising for students entering healthcare positions. The conference tracked 513 rooms and had an estimated economic impact of \$201,820.



LATINO MEDICAL STUDENT ASSOCIATION NATIONAL CONFERENCE

The Visit Lubbock team hosted the Latino Medical Student Association Conference this past year in March. Over 300 future and current medical students, graduating physicians and residents from across the nation gathered at the Texas Tech University Health Sciences Center over the course of three days to address the healthcare needs found in the Latino community. The event brought in 229 rooms and had an economic impact of \$219,030.

BOOKED



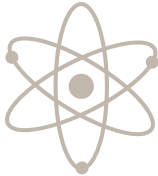
SOUTHWEST LITURGICAL CONFERENCE

In January 2021, the Southwest Liturgical Conference is making its way to Lubbock. Visit Lubbock and the Diocese of Lubbock are expected to draw an estimated 450 attendees from across the southwest for five days during the annual Study Week. This event is estimated to track 1,200 rooms in the “Hub City” with an estimated economic impact of \$375,480.



PERMIAN BASIN SOCIETY OF HR MANAGEMENT

In early May, the Permian Basin Society of Human Resources Management will host the 2020 West Texas HR Symposium in Lubbock at the Overton Hotel and Conference Center. This event is estimated to track 440 rooms and welcome an estimated 500 attendees, as well as bring in an estimated \$137,676 to the economy.



TEXAS SECTION AMERICAN PHYSICS SOCIETY

In late October 2019, Visit Lubbock hosted the Texas Section American Physics Society. An estimated 300 attendees from across the state of Texas gathered on behalf of their efforts focused on the advancement of physics knowledge through research, meetings, outreach and advocacy. This event tracked an estimated 400 rooms and an estimated \$125,160 to the Lubbock economy.

Lubbock Sports Highlights

HOSTED



2019 LUBBOCK SPORTS BOWLING OPEN

Lubbock Sports hosted a Bowling Open from June 27-30 at South Plains Lanes. The event brought in 195 bowlers and 500 spectators. With 925 hotel rooms booked for the Lubbock Sports Bowling Open, the event had an economic impact of \$500,640.



IRONMAN 70.3 LUBBOCK

In June 2019, Lubbock hosted the Ironman 70.3 at Dunbar Lake for the first time. This event boasted 2,306 athletes and 2,500 spectators. With 16,252 room nights, the estimated economic impact was \$3,754,800.



2019 SURVA BID QUALIFIER REGIONAL VOLLEYBALL TOURNAMENT

At the beginning of April, Lubbock Sports hosted the 2019 Sun Country Regional Volleyball Association (SURVA) Bid Qualifier Regional Volleyball Tournament. The Laura Bush Middle School, Apex Event Center and Frenship Middle School welcomed 1,683 athletes, 325 coaches and 4,210 spectators, with a total of 4,090 room nights occupied in Lubbock. The total economic impact was \$782,250.



2019 NCAA DIVISION II WOMEN'S REGIONAL BASKETBALL TOURNAMENT

During the 2019 season, Lubbock Christian University welcomed Division II collegiate athletes from across the country to compete in the 2019 NCAA Division II Women's Regional Basketball Tournament. The 1,890 attendees drew in an estimated 360 room nights.



MAYOR'S MARATHON

Lubbock's 2019 Mayor's Marathon hit the ground running. At the end of April 2019, 1,240 runners and 2,470 spectators from across the region traveled to the "Hub City" to compete in the city-sponsored fun run, 5-K, half marathon and marathon that took place on Loop 289. Together, the race boasted an estimated 400 additional room nights.



2019 BIG 12 INDOOR AND OUTDOOR TRACK

Athletes from across the nation were welcomed to Lubbock for the 2019 Big 12 Indoor and Outdoor Track Meet. Texas Tech University hosted 442 athletes, 165 coaches and 2,882 spectators. The event brought in an estimated 3,000 room nights.

"Lubbock Soccer Association is so excited about growing our organization with the improvements and upgrades at the complex. The "Championship Fields" are going to be an amazing addition. **We will be one of the most premier complexes in the state of Texas if not the nation."**

JJ CADD
PRESIDENT OF THE
LUBBOCK SOCCER
ASSOCIATION

BOOKED



2020 USA JR. OLYMPIC BOXING NATIONALS

In June of next year, the Lubbock Sports team will host the 2020 USA Jr. Olympic Boxing Nationals. During the week-long competition, 1,000 boxers from across the country will come to compete, bringing with them 600 coaches, 125 staffers, 500 spectators and an estimated 8,000 room nights.



2020 USA DIVING REGIONALS

Spring 2020 is bringing forth big things! Lubbock is proud to host the 2020 USA Diving Regionals next April. This event is expected to bring in an estimated 200 divers, 125 coaches, officials and volunteers. The event will also bring in 500 spectators and 1,000 room nights.



2020 ELITE MEN'S GYMNASTICS CHAMPIONSHIPS

In April 2020, Lubbock will welcome the 2020 Elite Men's Gymnastics Championships. Over 300 gymnasts, 50 staff/officials and 1,200 spectators will fill the location.



2020 NJCAA REGION V BASEBALL TOURNAMENT

The "Hub City" is hosting the 2020 NJCAA Region V Baseball Tournament in May 2020. Over the course of the week, eight teams will come to compete, bringing with them an estimated 500 spectators.

Berl Huffman Athletic Complex

In May 2020, Lubbock will unveil Texas' premier sports facility, the Berl Huffman Athletic Complex. With an impressive 86 acres and over 50 fields, this world-class park will boast over 350,000 square feet of synthetic turf and have the ability to host any sport requiring a flat field, including soccer, field hockey, rugby, lacrosse and much more.

PARK FEATURES:

- Three entrance and exit roads off Loop 289
- Multiple restroom facilities
- Irrigation system utilizing recycled water
- Food truck areas
- Accessible parking for all fields
- 50+ fields
- Available to all age groups, including adults

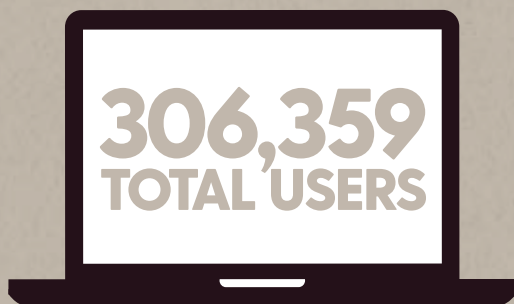
CHAMPIONSHIP COMPLEX FEATURES:

- 350,000+ sq. ft. of synthetic turf
- Ability to play up to eight games simultaneously
- Covered bleachers and pavilions
- LED lighting



Marketing and Communications

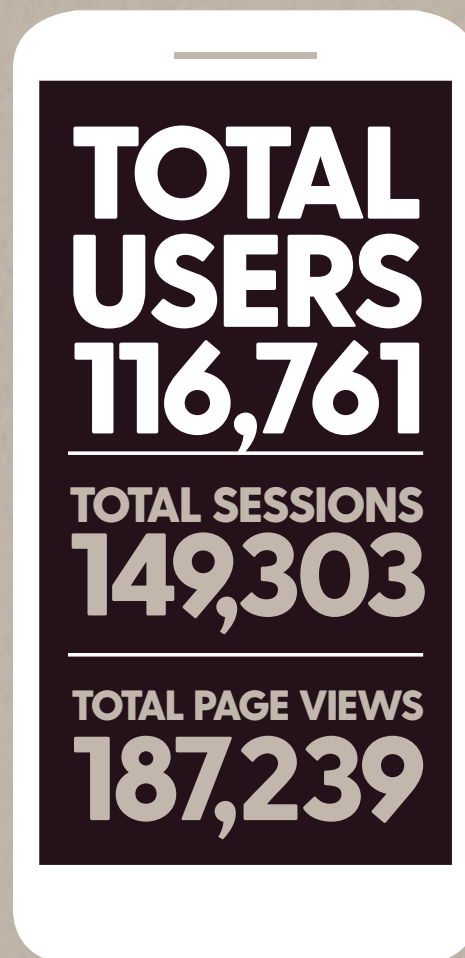
VISIT LUBBOCK WEBSITE



**TOTAL
SESSIONS
405,808**

**TOTAL PAGE VIEWS
182,871**

LEDA WEBSITE



VISIT LUBBOCK SOCIAL

FACEBOOK

3.4 MILLION
IMPRESSIONS

REACTIONS, COMMENTS, SHARES

187,397

97,447
VIDEO VIEWS

66,779
LINK CLICKS

INSTAGRAM



31,019 **LIKES**
RECEIVED

1,300 **COMMENTS**



10,643 **FOLLOWERS**

TWITTER

IMPRESSIONS
300,200

TOTAL ENGAGEMENTS

4,913

620 **LINK CLICKS**

LEDA SOCIAL

FACEBOOK

6.9 MILLION
IMPRESSIONS

160,622
REACTIONS, COMMENTS, SHARES

94% **AUDIENCE**
GROWTH

48,797
LINK CLICKS

INSTAGRAM (SINCE JUNE 2019 - SEPT 2019)

3.1M
IMPRESSIONS

ENGAGEMENTS

1,184

447
FOLLOWERS

TWITTER

98,100 **IMPRESSIONS**

1,993 **ENGAGEMENTS**

124 **LINK CLICKS**

LINKEDIN

67,300
IMPRESSIONS

2,973
TOTAL ENGAGEMENTS

1,910 **LINK CLICKS**

SOCIAL NUMBERS REFLECT DATA FROM OCTOBER 1, 2018 - SEPTEMBER 20, 2019

Travel Writers

40 | 183M

TRAVEL WRITERS HOSTED REACHED

ESTEEMED TRAVEL WRITER MARY ANN ANDERSON'S ARTICLE, "LUBBOCK IS SMACK IN THE MIDDLE OF NOWHERE AND EVERYWHERE", APPEARED IN THE FOLLOWING PUBLICATIONS:

LOS ANGELES TIMES • THE MIAMI HERALD
THE CHICAGO TRIBUNE • THE DALLAS MORNING
NEWS • THE HOUSTON CHRONICLE
THE TORONTO STAR NEWSPAPER • MANY MORE



VISIT LUBBOCK PARTNERED WITH AN INSTAGRAM INFLUENCER CALLED **THE TRAVELING NEWLYWEDS** ON APRIL 17-19. THIS COUPLE TRAVELED TO LUBBOCK AS PART OF A ROAD TRIP ACROSS THE COUNTRY WITH THEIR PUP, SALLY.

AS A RESULT OF THE TRAVELING NEWLYWEDS, VISIT LUBBOCK REACHED **76,609 PEOPLE OVER A SPAN OF ONLY 3 DAYS** THROUGH INSTAGRAM POSTS AND BLOGS.



Texas, USA



Texas, USA

If you've been following along on Instagram, you probably know that we're on a big cross-country roadtrip with our Bernedoodle, Sally. We're two weeks in, and it's been nothing short of a blast. Sure, we have our moments where we get really sick of driving, or where we ask ourselves "Why did we bring our dog again?" - but 98% of the time we're loving it.

Our first destination was **Lubbock, Texas**. Chances are you've heard about it before, but you probably don't know much about it. If you're like us, your first thought is that it's "just another little town in Texas", but we're happy to report that Lubbock is indeed **SO MUCH MORE**. From an expanding culinary scene, to a lively and on-trend downtown, plenty of dog-friendly activities, a bustling nightlife... Lubbock is a town that needs to be on your radar. We'll break it down for you.

THE FOOD SCENE IS TOP-NOTCH

If there's one thing we learned from our time in Lubbock, it's that you won't leave hungry. (We honestly contemplated devoting the entire blog to what we ate.) This town is a foodie's dream, and no matter what you're craving, they're making it and it's good. We were blown away not only by the sheer amount of restaurants in Lubbock, but the quality of everything.

Roam tripping through the US with Sally, our lovable little Bernedoodle has been quite the adventure. It's what we would imagine traveling with a toddler would be like - lots of "potty breaks", frequent nap times, the occasional slip to "get the wiggles out"... you get the picture. We've also learned that some towns are more dog friendly than others. One place that has really impressed us with their dog-friendly options is **Lubbock, Texas**. Honestly, if Sally could talk she'd already be begging us to take her back!

Here's our **Dog Friendly Guide to Lubbock, Texas**. You can rest assured that all of these places have been Sally approved!

ACTIVITIES:

Brasserie House: If you've read our previous blog about Lubbock, you're already aware of how cool this place is. What we failed to mention is that it's also a great place to bring your pup! Located above a parking lot in Branson Square, there are outdoor patios nearby and plenty of areas for you and your dog to explore!

Wagner Park: One thing we LOVE about Lubbock (and Texas in general) is their abundance of spacious green parks. Wagner Park was one of our favorites, and we're pretty sure it was Sally's favorite too! Pack a picnic, bring a book (and maybe a squeaky ball), and you'll see the reason for a perfect afternoon!

Honors, Awards and Appointments

ORGANIZATIONAL

Silver Award for Excellence in Economic Development from the International Economic Development Council

The LEDA team was presented the Silver Award for Excellence in Economic Development at the International Economic Development Council's (IEDC) annual conference. The IEDC recognizes the world's most superior economic development programs and partnerships, marketing materials and the year's most influential leaders. This particular award recognizes excellence in economic development through meaningful linkages with postsecondary education, as LEDA was given this award for their partnership and collaboration with the Lubbock Coding Academy to further career and technical education opportunities in Lubbock and the surrounding communities.

Community Economic Development Award from the Texas Economic Development Council

During the 2019 Texas Economic Development Council's (TEDC) annual conference, the LEDA team was awarded the Community Economic Development Award (CEDA), which honors excellence and exceptional contributions of Texas communities in economic development. LEDA, along with the City of Lubbock, South Plains College and Texas Tech University, won this award for their collective approach to workforce development through the establishment of the South Plains College Academic Center, which will bring 2,500 students downtown daily, and the revitalization of downtown which continues to create an environment where people want to live and work.

INDIVIDUAL

Ports-to-Plains Alliance

John Osborne, President and CEO of LEDA & Market Lubbock, Inc. serves as Chairman for the Ports-to-Plains Alliance. Based in Lubbock, Ports-to-Plains is a grassroots alliance of communities and businesses whose mission is to advocate for a robust international transportation infrastructure to promote economic security and prosperity throughout North America's energy and agricultural heartland including Mexico and Canada.

National Association of Foreign-Trade Zones

Christine Allen, Director of Workforce Development and Foreign-Trade Zone 260 for LEDA, currently serves on the board of directors for the National Association of Foreign-Trade Zones (NAFTZ). NAFTZ connects global business with local communities through the U.S. Foreign-Trade Zone Program and works with its membership to foster business growth, economic development and U.S. employment.

Destination International (DI) Sales & Marketing Committee

Amy Zientek, Director of Sales for Visit Lubbock, serves on the Sales & Marketing Committee for Destination International. This committee promotes the use of destination marketing organizations among meeting planners.

Texas Travel Industry Association (TTIA) Executive Committee Board of Directors

John Osborne was appointed to serve as the Chair-Elect 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.

Board of Directors for TEDC

Carolyn Rowley, Director of Business Recruitment and Innovation for LEDA, and **Kevin Holzbog**, Project Manager of Business Recruitment and Innovation for LEDA, were appointed to serve on the Texas Economic Development Council (TEDC) Board of Directors. TEDC is the premier statewide, nonprofit professional association dedicated to the development of economic and employment opportunities in Texas.

INDIVIDUAL

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.

TACVB Board of Directors

This year, **Amy Zientek** served as the immediate past chairman 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.

Team Texas Advisory Council

Carolyn Rowley serves on the Advisory Council for Team Texas, a member-based state marketing program through TEDC. Their mission is to create opportunities for job creation, increased investment and economic diversification as a team of future-focused and collaborative Texas community partners.

TACVB Texas Destination Marketer (TDM) Certification Program

Tiffany Kennedy, Sales Manager for Visit Lubbock, added a Texas Destination Marketer Certification to her repertoire this year upon receiving the Tourism Sales and Communication/Technology certifications from TACVB. The purpose of the TDM program is to provide employees of convention and visitors bureaus and destination marketing organizations an educational framework for marketing Texas as a tourism and group business destination.

Leadership Lubbock

Katy Christy, Accountant and Human Resources Manager of LEDA and Market Lubbock, was a member of the 2019 Leadership Lubbock Class coordinated by the Lubbock Chamber of Commerce. The leadership class is focused on connecting citizens to the city functions and educating the students on the history and future of the city.

Leadership Lubbock

Tiffany Kennedy was accepted to the 2020 Leadership Lubbock Class coordinated by the Lubbock Chamber of Commerce. The leadership class is focused on connecting citizens to the city functions and educating the students on the history and future of the city.

INDIVIDUAL

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.

Frenship CTE Advisory Committee

Christine Allen serves on the Frenship ISD CTE Advisory Committee. This committee offers input for career and technical education curriculum in manufacturing, information technology, floral design, culinary and more.

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.

West Texas District Export Council

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

LEDA / 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.



Author: Erika Pochybova / EBOVA • Size: 45x45 inches • Medium: Acrylic



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