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**LUBBOCK
ECONOMIC
FORECAST
LUNCHEON**

Presented by



GROWTH & OPPORTUNITIES

November 5, 2025



Growing Lubbock



2025

City of Lubbock: 276,180

Lubbock County: 332,430

Texas: 31,245,372

2025-2050

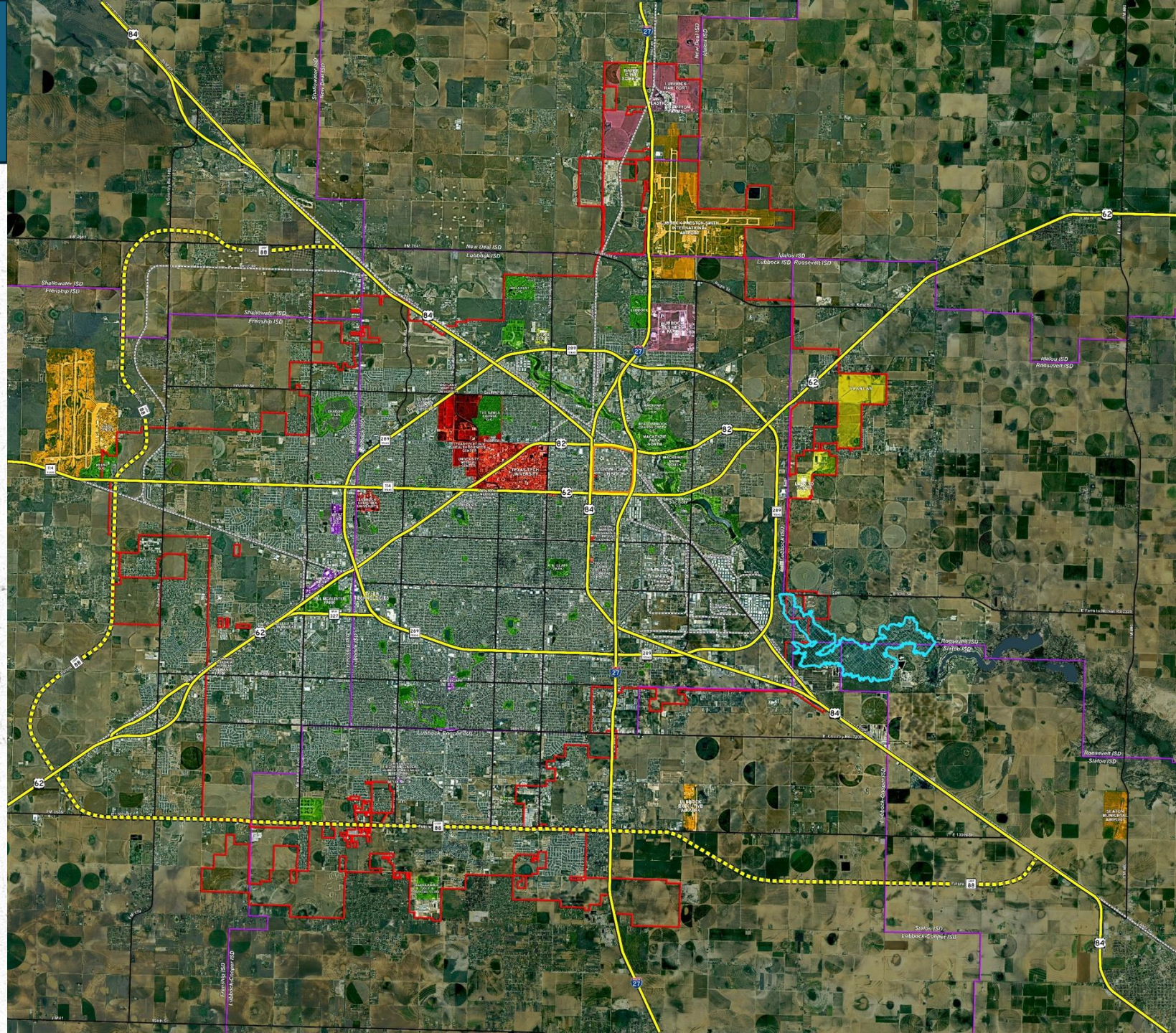
Population Growth

Lubbock Co

19.3%

Texas

28.2%



Population Patterns



LUBBOCK NAMED ONE OF 6 TEXAS CITIES IN THE **TOP 100 BEST PLACES TO LIVE IN THE U.S.** - **enr** LIVABILITY

Lubbock stands out for its unique blend of affordability, a strong local community & a high quality of life. With a thriving economy, excellent schools & plenty of recreational options, it offers residents a balanced lifestyle, making it an attractive place to settle down & build a future.



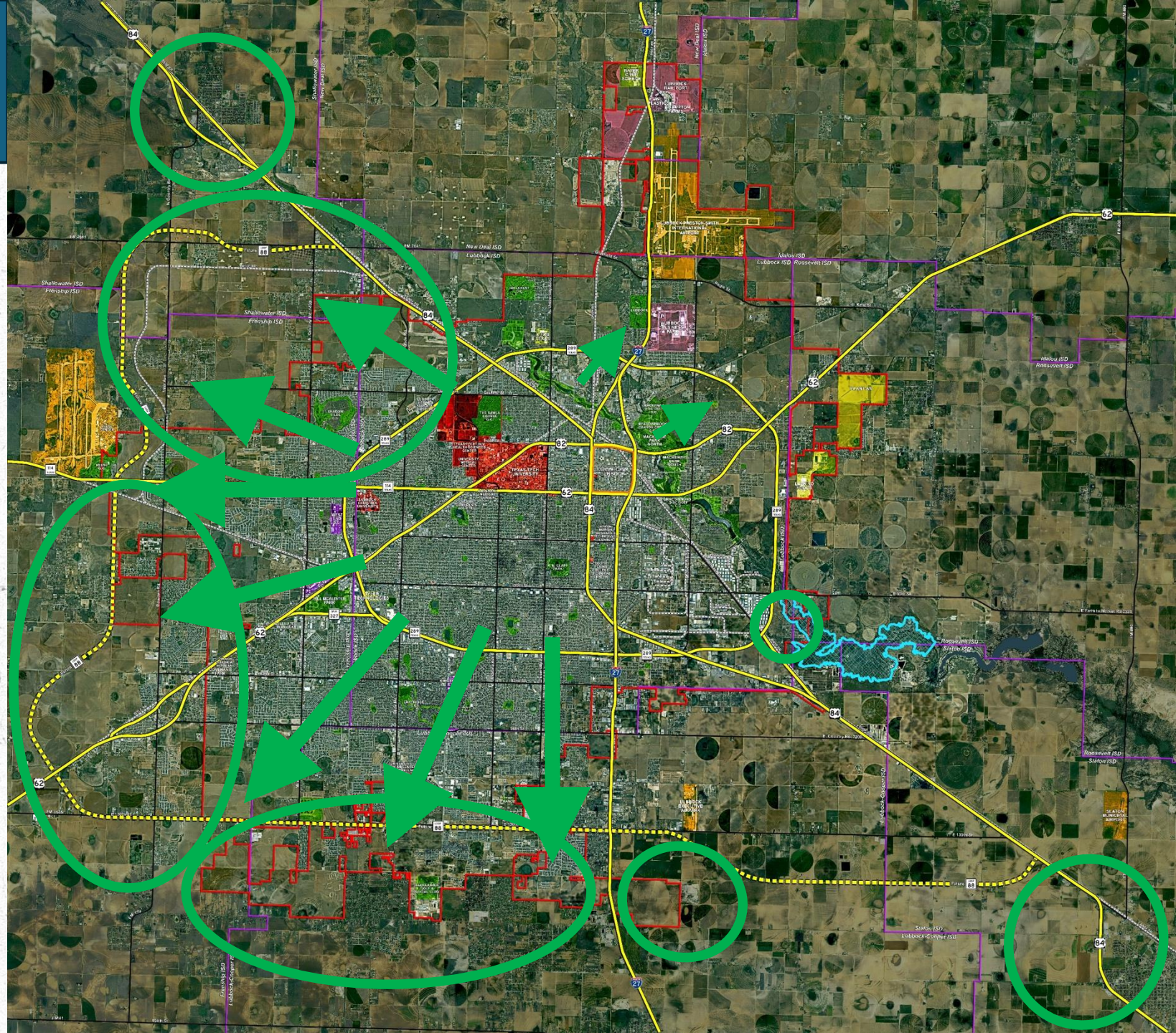
LUBBOCK RANKS TOP 20 - ELEVATE **BEST CITY FOR WORKING FAMILIES**

Lubbock offers a compelling combination of affordability, strong community ties & a high quality of life. Anchored by a diverse economy & coupled with a solid infrastructure, good schools & plentiful local amenities, Lubbock makes it practical and appealing to settle down & build a future.

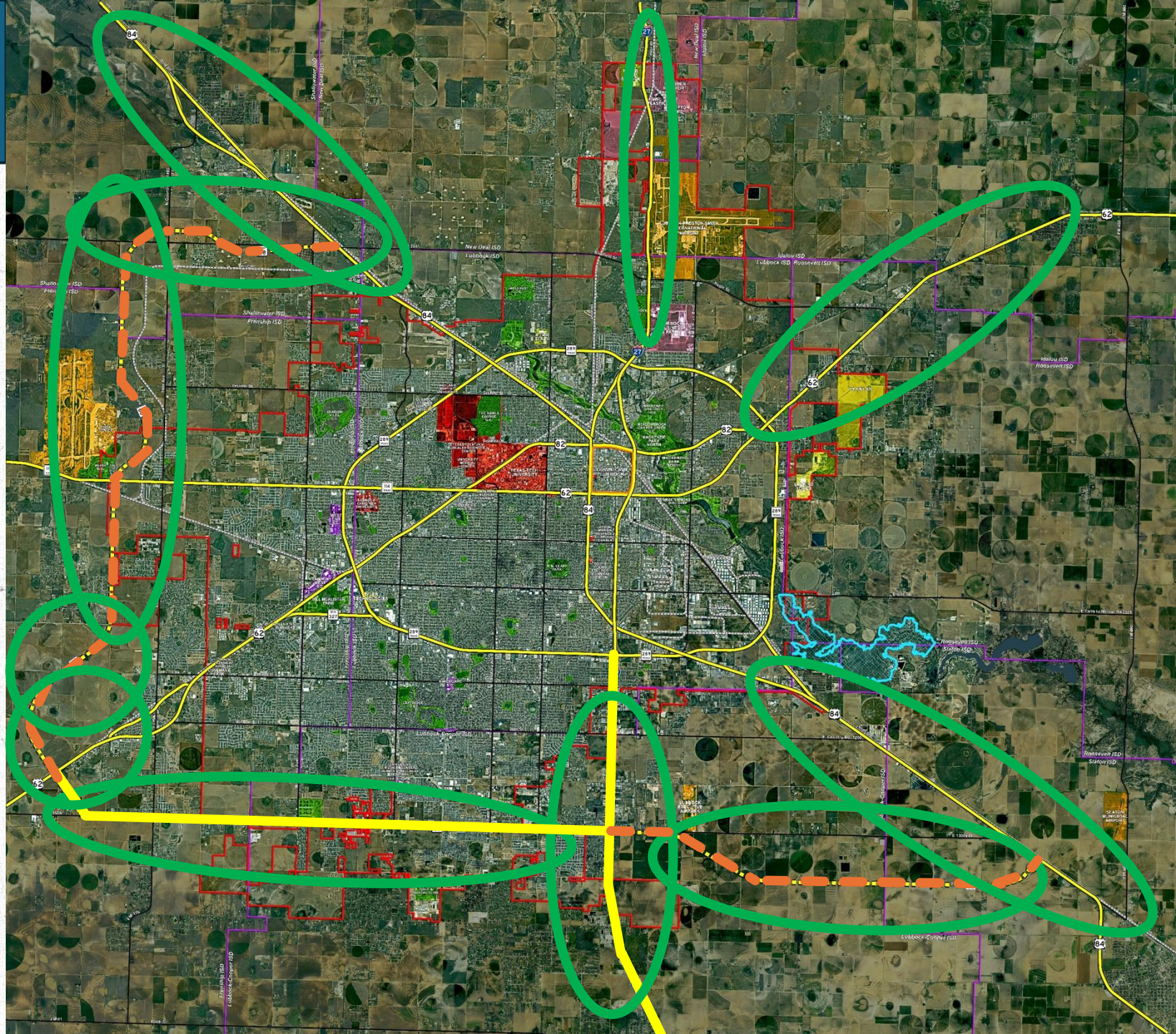
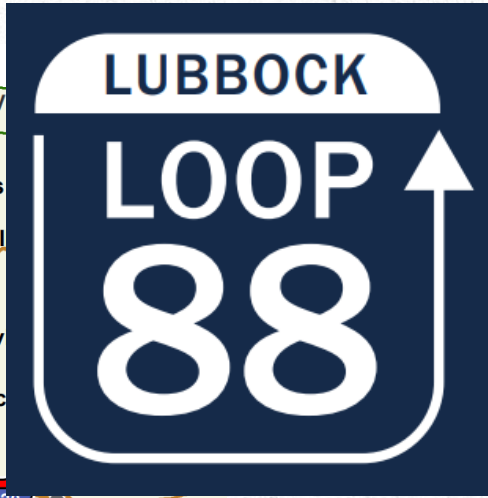
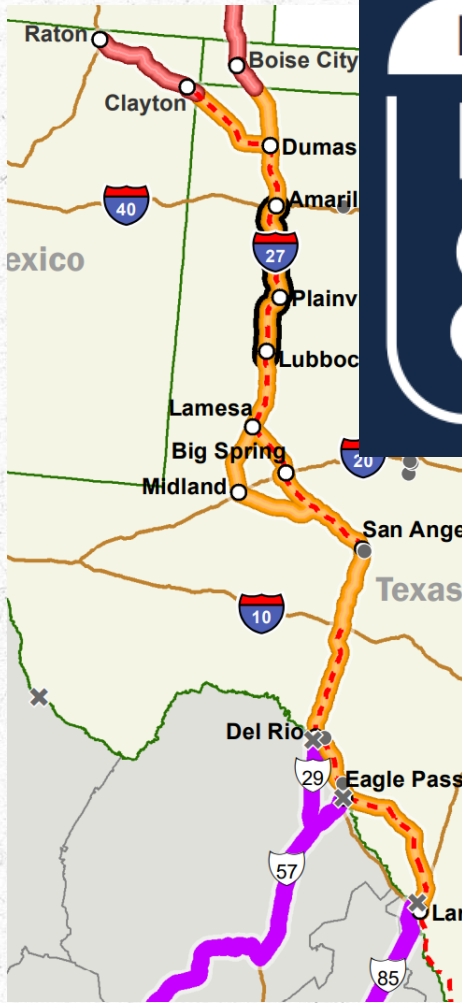


LUBBOCK IS ONE OF THE 50 BEST PLACES TO BUY A HOME FOR UNDER \$300,000 - **Aol**.

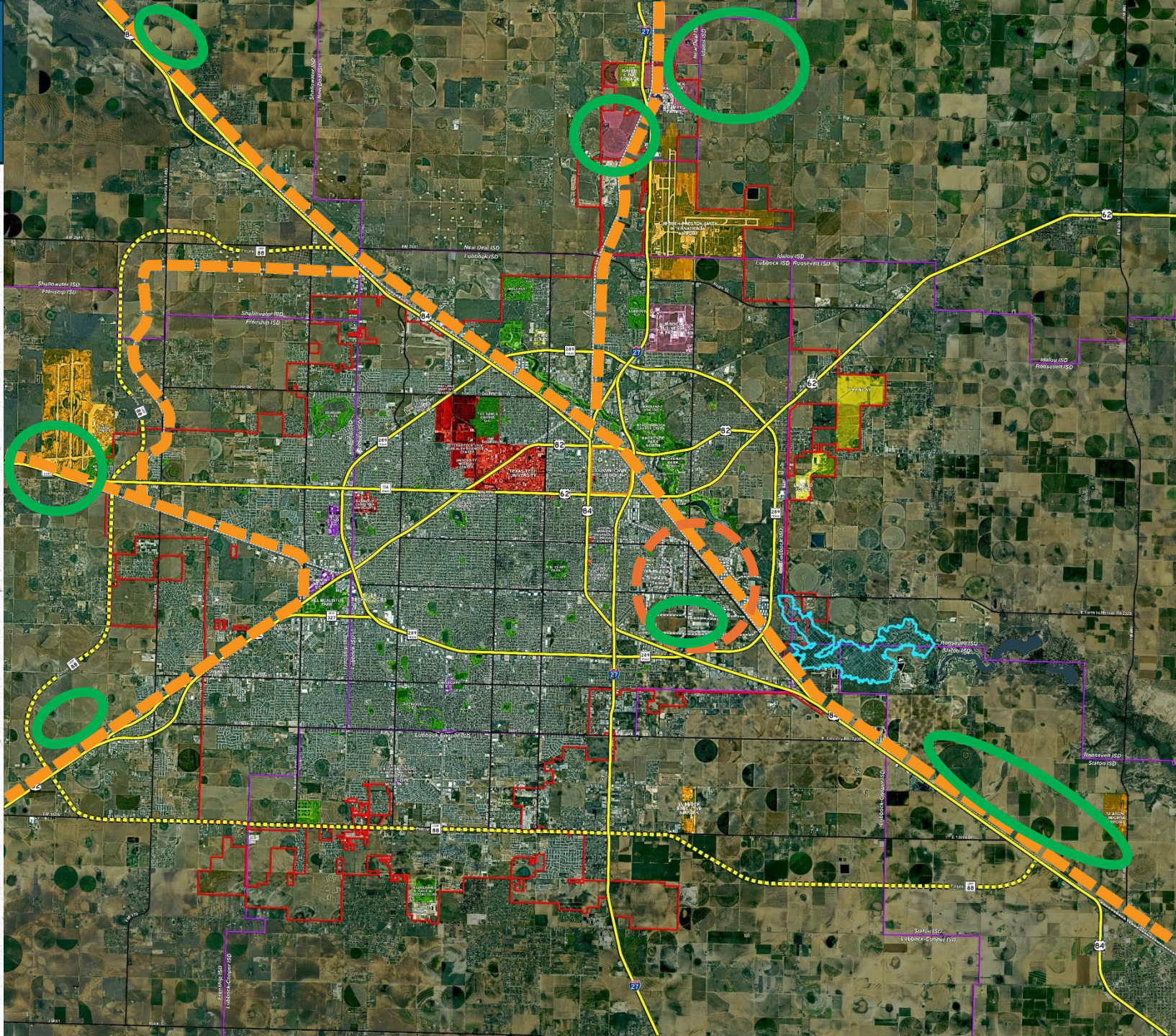
Lubbock stands out for its affordable housing market, offering excellent value for homebuyers seeking quality properties at reasonable prices. With a thriving economy & a welcoming community, it's an excellent location for those looking to invest in their future without overspending.



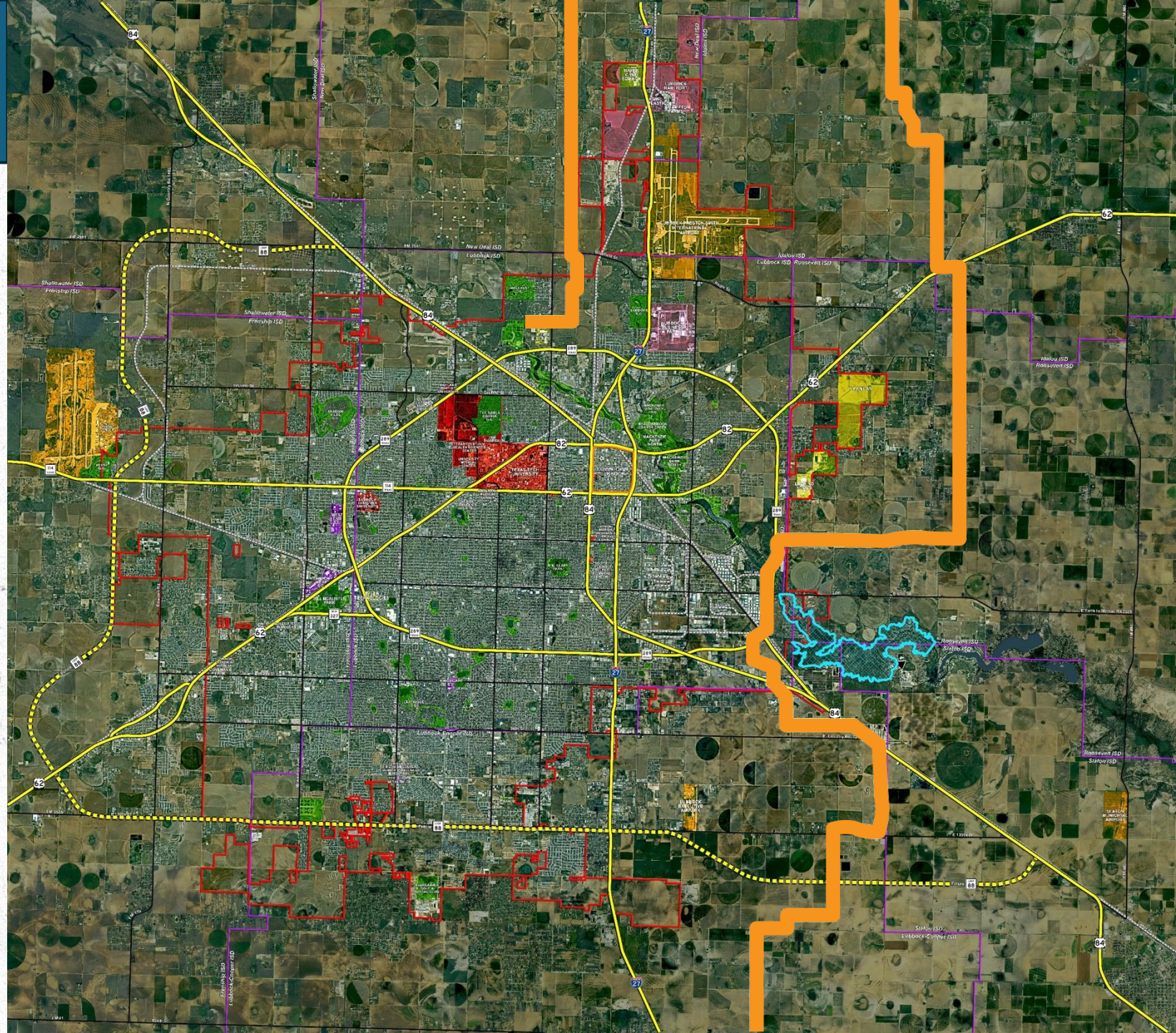
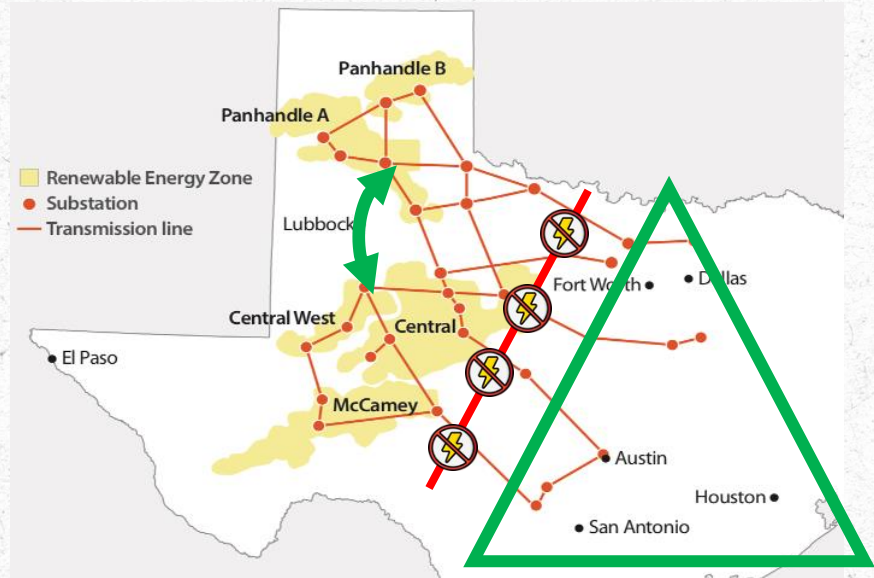
127 & Hwy Growth



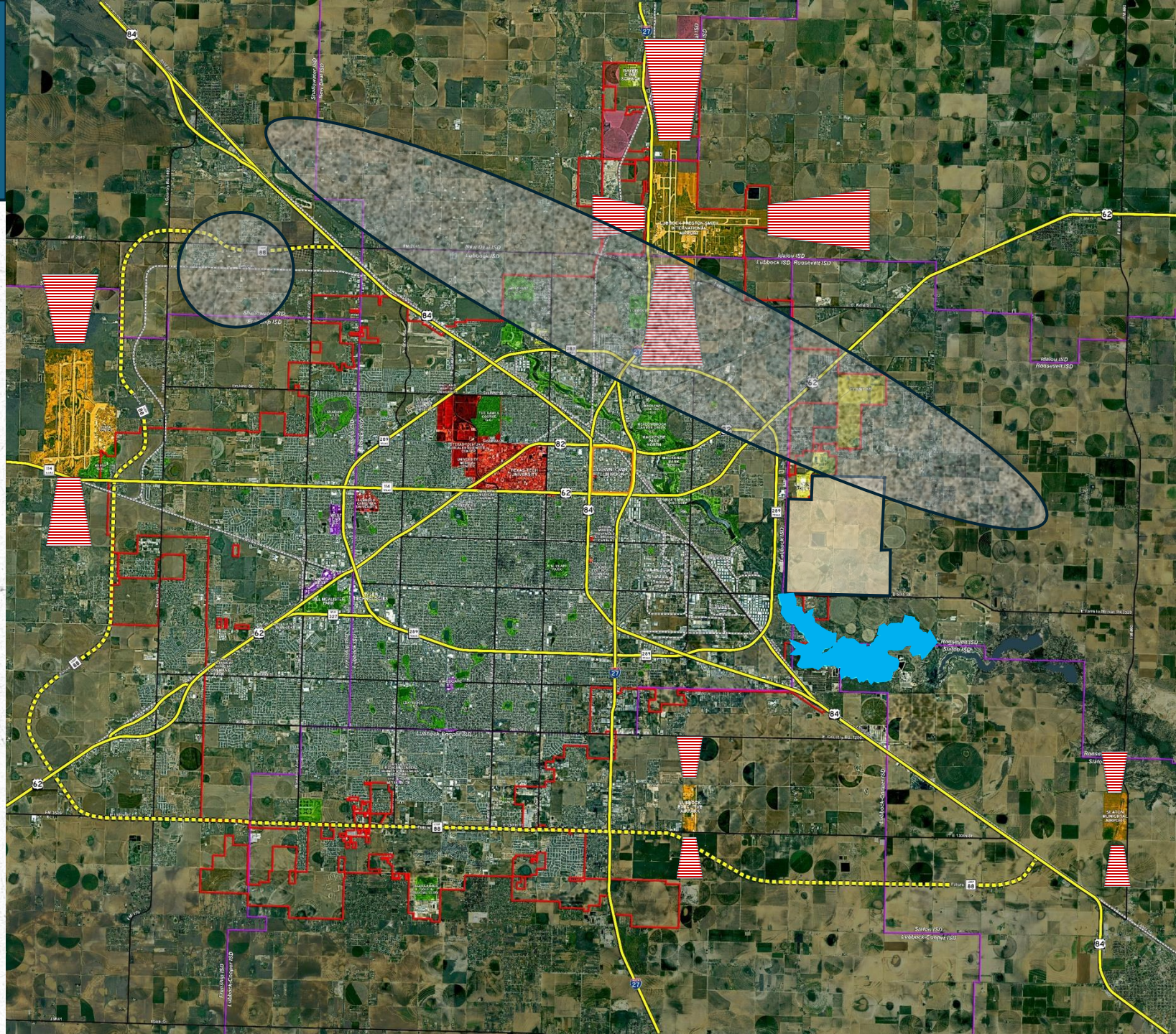
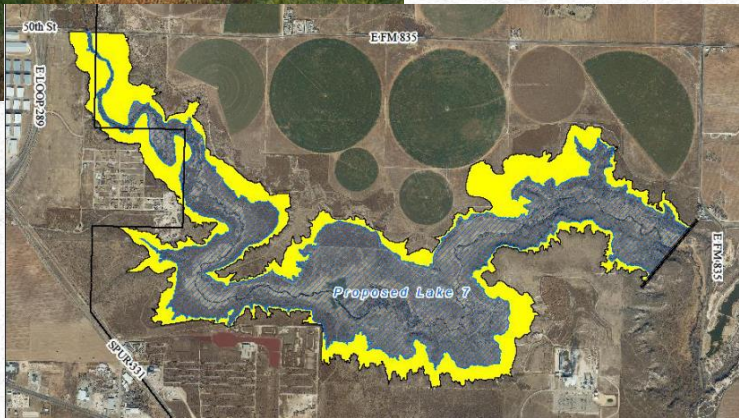
Rail Opportunities



Providing Power



Development Awareness





LUBBOCK RANKS TOP 20 -  **WalletHub**

BEST CITY TO START A BUSINESS

Personal finance website, [WalletHub](https://www.wallethub.com), released its report on this year's best cities to start a business. Sitting in 16th place overall, Lubbock is the right place for entrepreneurs to see their startups thrive.



TTU RANKED #12 IN THE NATION FOR UNDERGRADUATE  **ENTREPRENEURIAL EDUCATION**

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RAWLS COLLEGE OF BUSINESS RANKED IN TOP TIER OF NICHE'S  **BEST BUSINESS COLLEGES IN AMERICA**

The Jerry S. Rawls College of Business is positioned among the top business colleges in the [2026 Niche Best Colleges for Business in America](#). The latest (August 2025) ranking at No. 35 places the Rawls College behind Purdue University and ahead of Clemson University, Arizona State, and Penn State.



TTU NAMED TOP 100 U.S. UNIVERSITY GRANTED UTILITY PATENTS BY 

The NAI created the "Top 100 U.S. Universities" list to recognize and encourage academic invention and innovation in the United States. This marks the third consecutive year the system, which includes Texas Tech University, the Texas Tech University Health Sciences Center (TTUHSC), and TTUHSC El Paso, has made the list

Red Raider

ONE HUNDRED

Founded by
Lubbock Economic
Development Alliance

Far and wide, Red
Raiders are driving
innovation and growth.



For more info



The Red Raider 100 is an annual recognition program that celebrates the fastest-growing businesses owned, led, or founded by Texas Tech alumni. Honorees represent the impact of Red Raiders on the economy at local, regional, national, and international levels.

Nominees for the Red Raider 100 who return will see firsthand the significant progress and development in Lubbock, as well as the continued success and growth of their university.

- All companies must be nominated. **Anyone can nominate a company.**
- **2026 Eligibility will be determined as follows:**
 - Company must have been in business for 5+ years as of December 31, 2025 (cut-off founding date is 1/1/2021).
 - Revenues must be > \$100,000 each year from 2023-2025.
 - Must be led or owned by a Red Raider from 2023-2025

THANK YOU FOR JOINING US!

SCAN FOR
PRESENTATION





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