2026 LUBBOCK ECONOMIC FORECAST LUNCHEON

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE™ | MARKET LUBBOCK | Visit LUBBOCK | LUBBOCK SPORTS | LUBBOCK CULTURAL ARTS FOUNDATION

TIP STRATEGIES

THEORY INTO PRACTICE

Committed to **holistic thinking** and **sustainable development**.

We design strategies that will support your community's **vision for the future**.

1995
YEAR FOUNDED

600+
ENGAGEMENTS

425+
CLIENTS

44
STATES

7
COUNTRIES



FACTORS INFLUENCING BUSINESS & ECONOMIC DEVELOPMENT



Market Conditions



Trade Policy



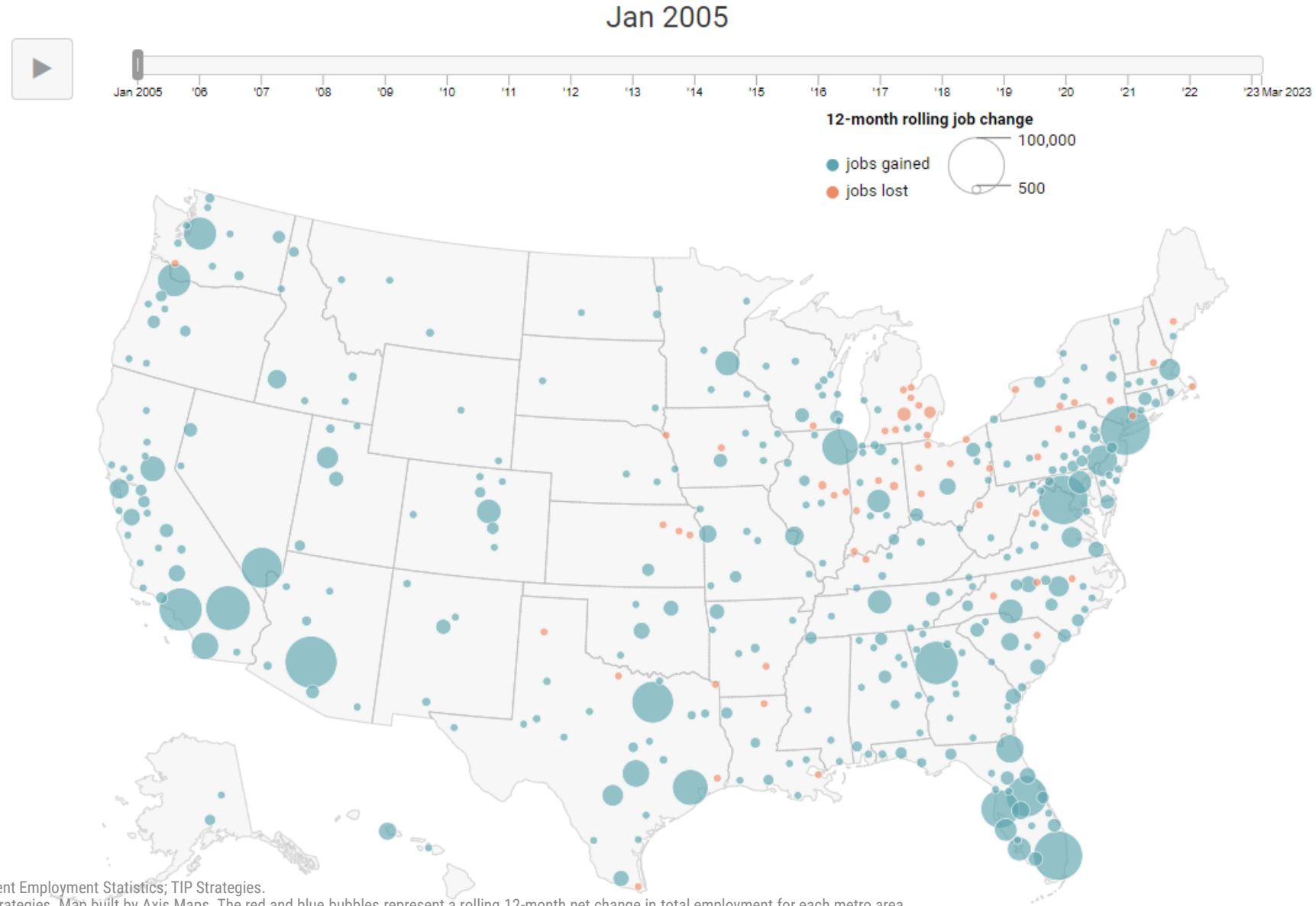
Automation & AI



Labor Market Trends

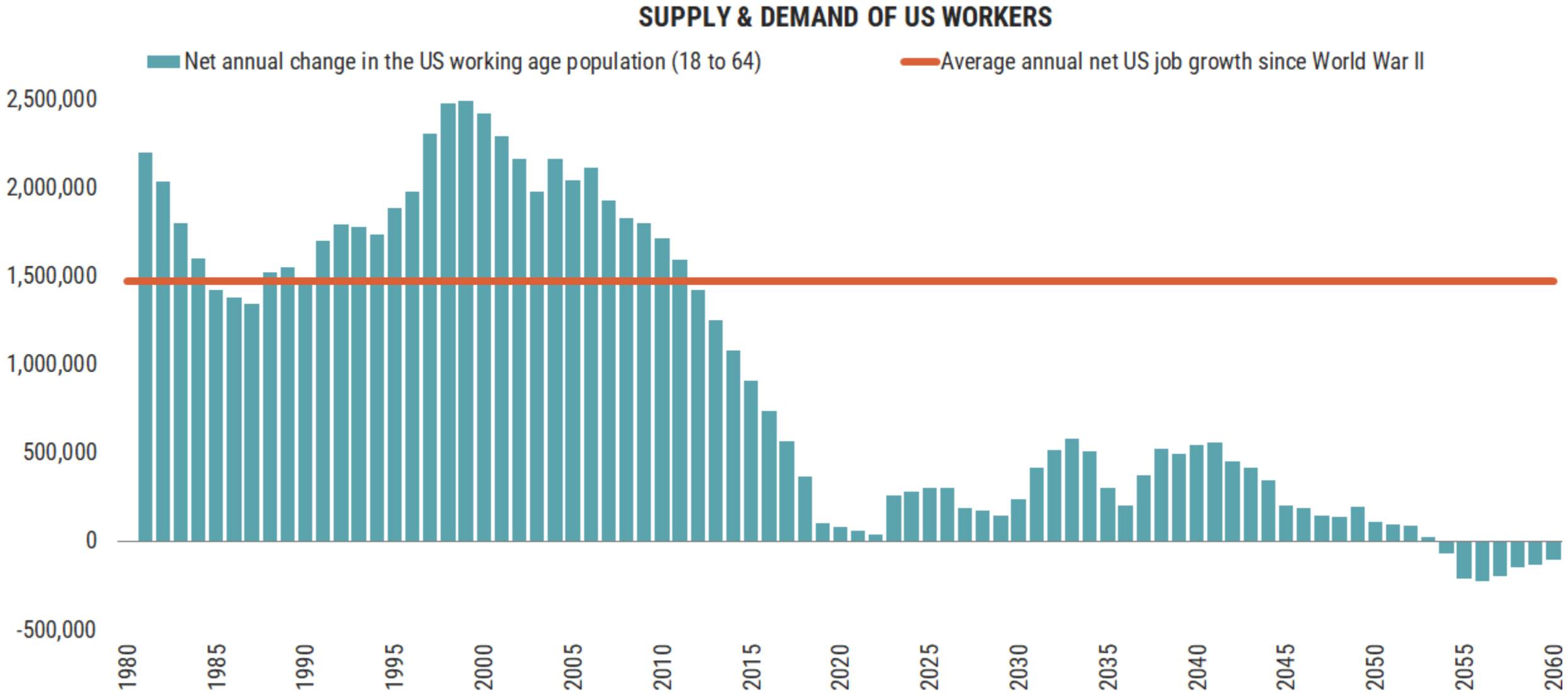
THE GEOGRAPHY OF JOBS

Net Job Gains/Losses by Metropolitan Statistical Area



Source: US Bureau of Labor Statistics, Current Employment Statistics; TIP Strategies.
Notes: Map concept and research by TIP Strategies. Map built by Axis Maps. The red and blue bubbles represent a rolling 12-month net change in total employment for each metro area.

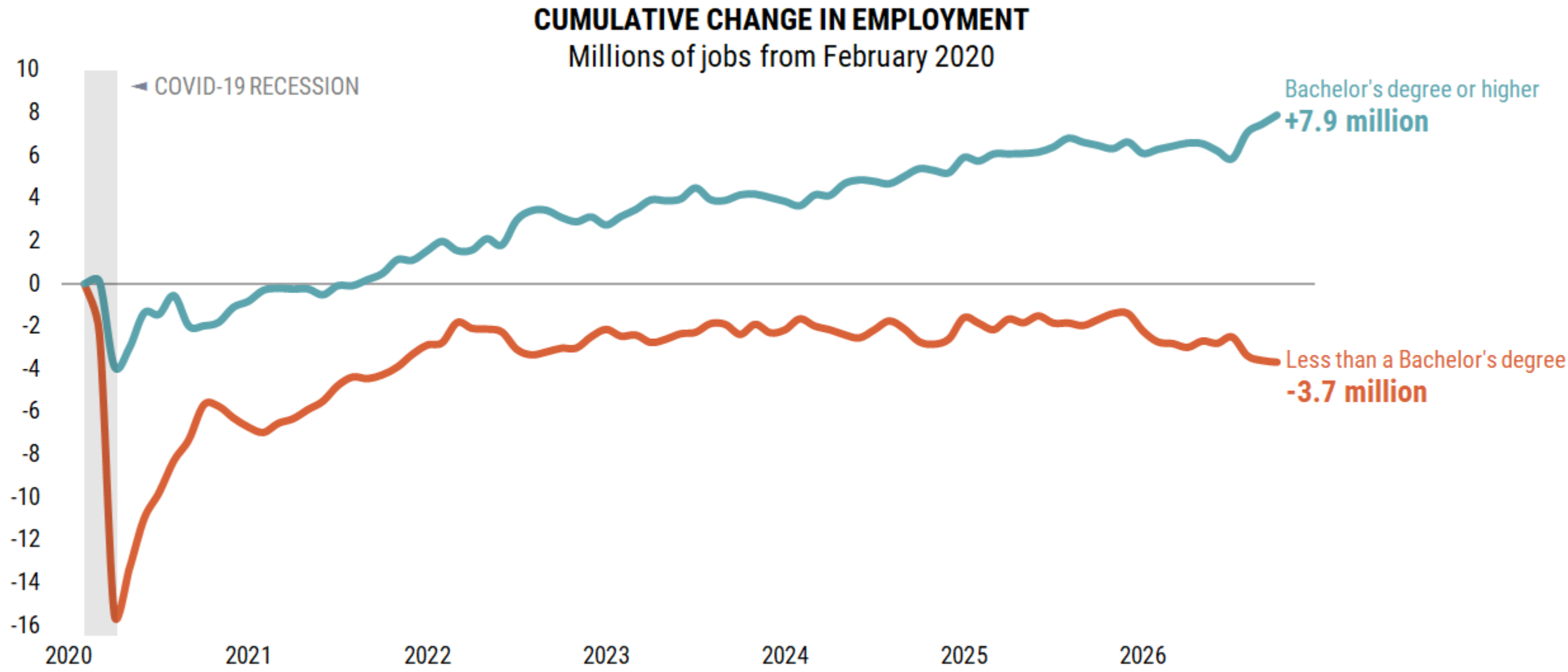
THE US LABOR SUPPLY FACES LONG-TERM PRESSURE



Source: US Census Bureau, International Database; US Bureau of Economic Analysis, Current Employment Statistics; TIP Strategies, Inc.
Notes: Population estimates and projections are for the resident population. The US population components shown in the IDB may not match the official population components for the United States, in part, due to differences in how they are displayed (calendar year versus midyear-to-midyear estimates).

THE K ECONOMY

Employment outcomes diverge based on education levels.



Source: US Bureau of Labor Statistics, Household Survey (Current Population Survey); National Bureau of Economic Research (NBER); TIP Strategies, Inc.
Notes: Employment is seasonally adjusted and includes all workers aged 25 and older. The current recession began in February 2020 and ended (officially) in April 2020.



The New York Times

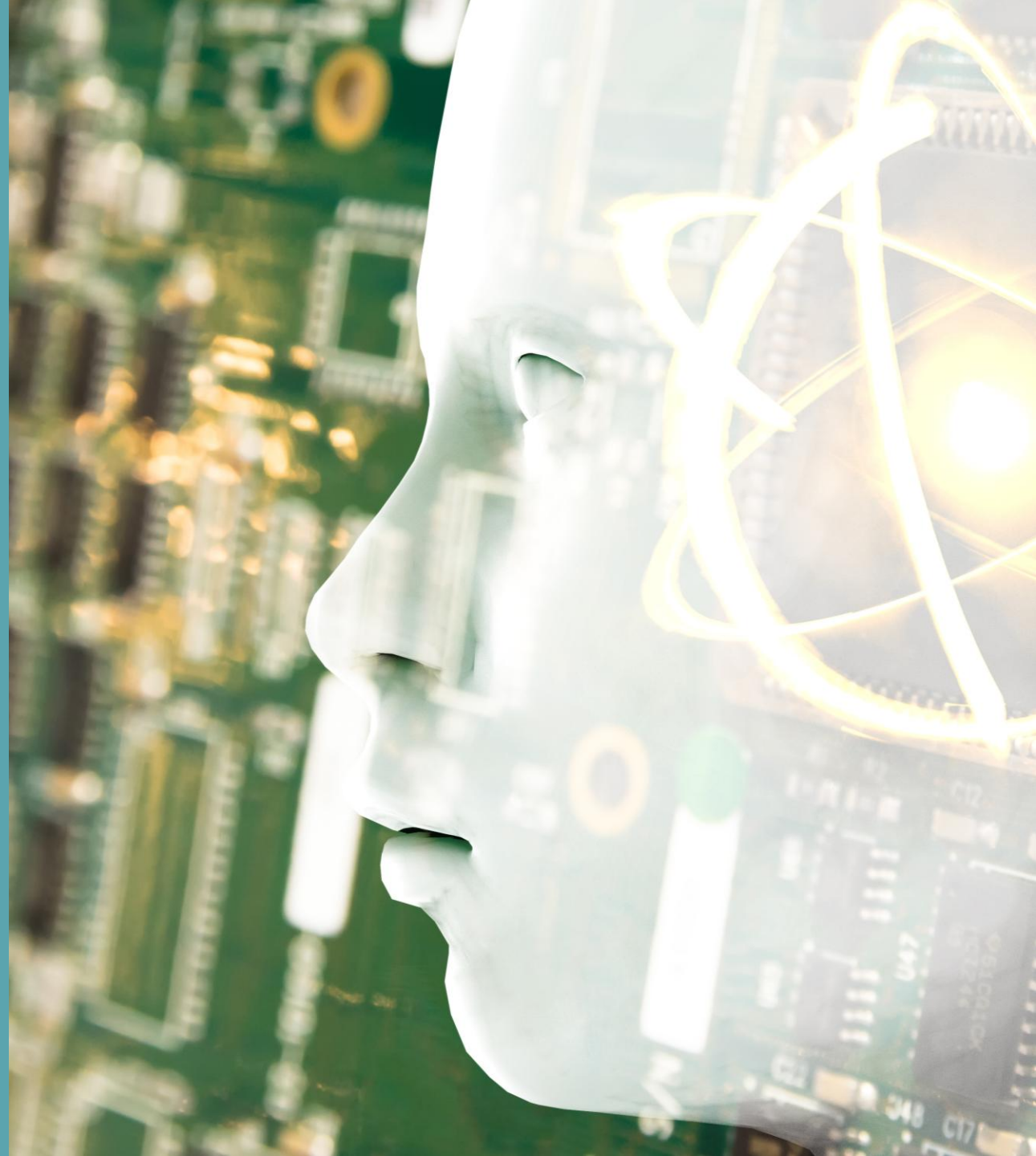
Amazon Plans to Replace More Than Half a Million Jobs With Robots

Internal documents show the company that changed how people shop has a far-reaching plan to automate 75 percent of its operations.

October, 2025

AI

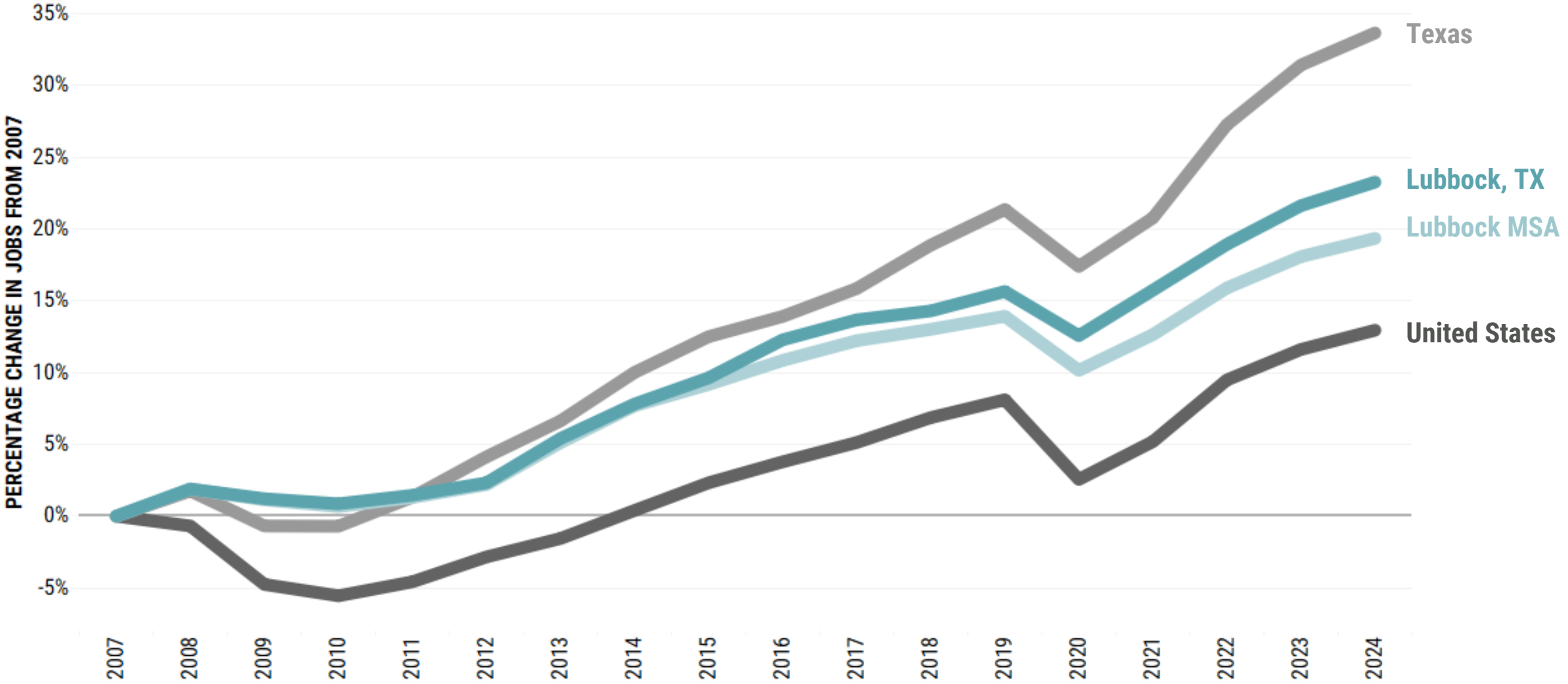
Emerging technologies including AI will forever change our lives and our workplaces. The effects will be felt in the labor force.



LOCAL CONTEXT

TOTAL EMPLOYMENT RECOVERY

Cumulative job change in Lubbock, Texas, and comparison areas since the Great Recession

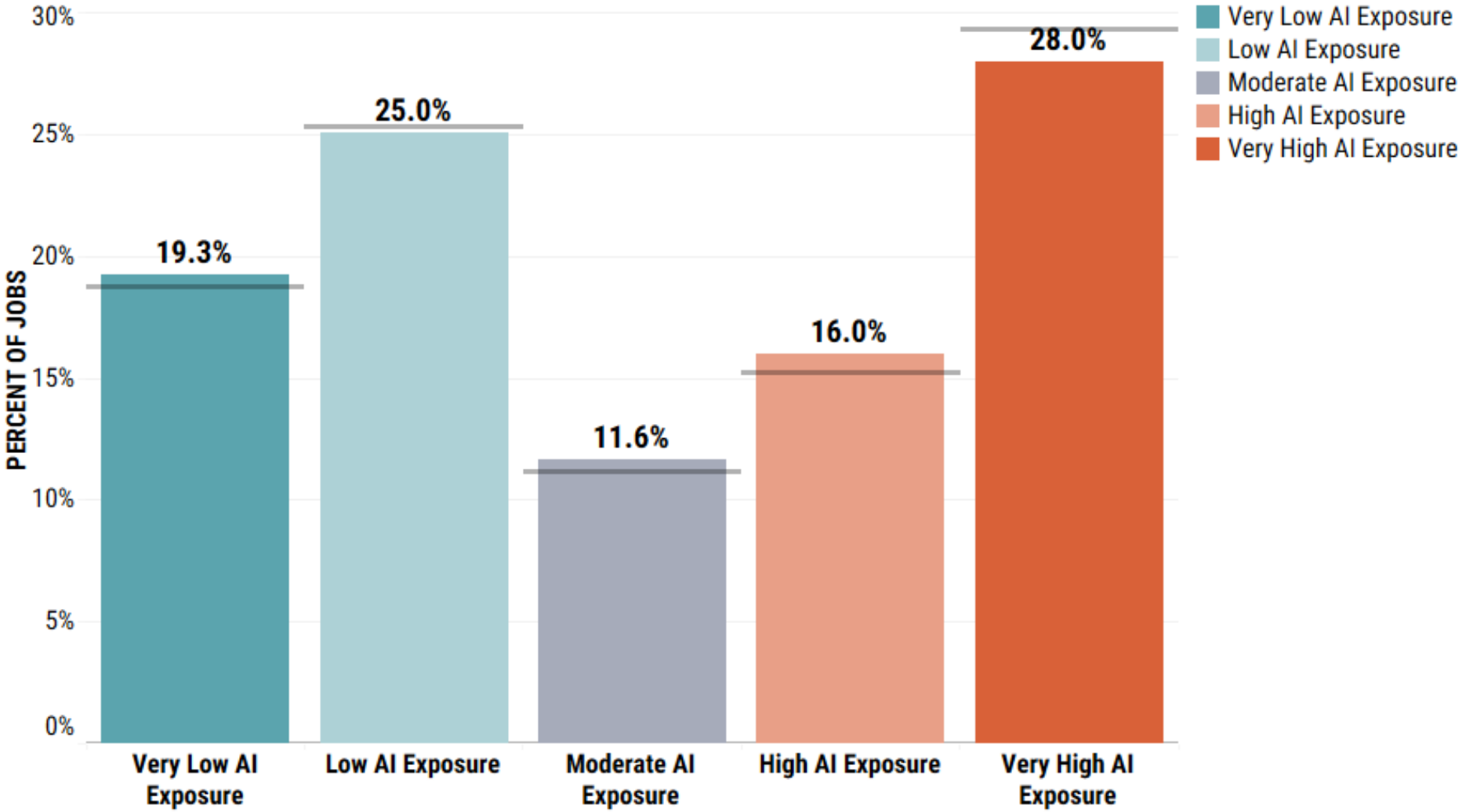


Sources: US Bureau of Labor Statistics (BLS); Lightcast 2026.2—QCEW Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.

Notes: The Lubbock MSA Consists of Cochran, Crosby, Garza, Hockley, Lubbock, and Lynn Counties, Texas. Lubbock, Texas, is defined by the following zip codes: 79401, 79402, 79403, 79404, 79406, 79407, 79408, 79409, 79410, 79411, 79412, 79413, 79414, 79415, 79416, 79423, 79424, 79430, 79452, 79453, 79457, 79464, 79490, 79491, 79493, and 79499,

AI OCCUPATIONAL EXPOSURE DISTRIBUTION

General AI exposure In Lubbock MSA Jobs, 2025 (all occupations)



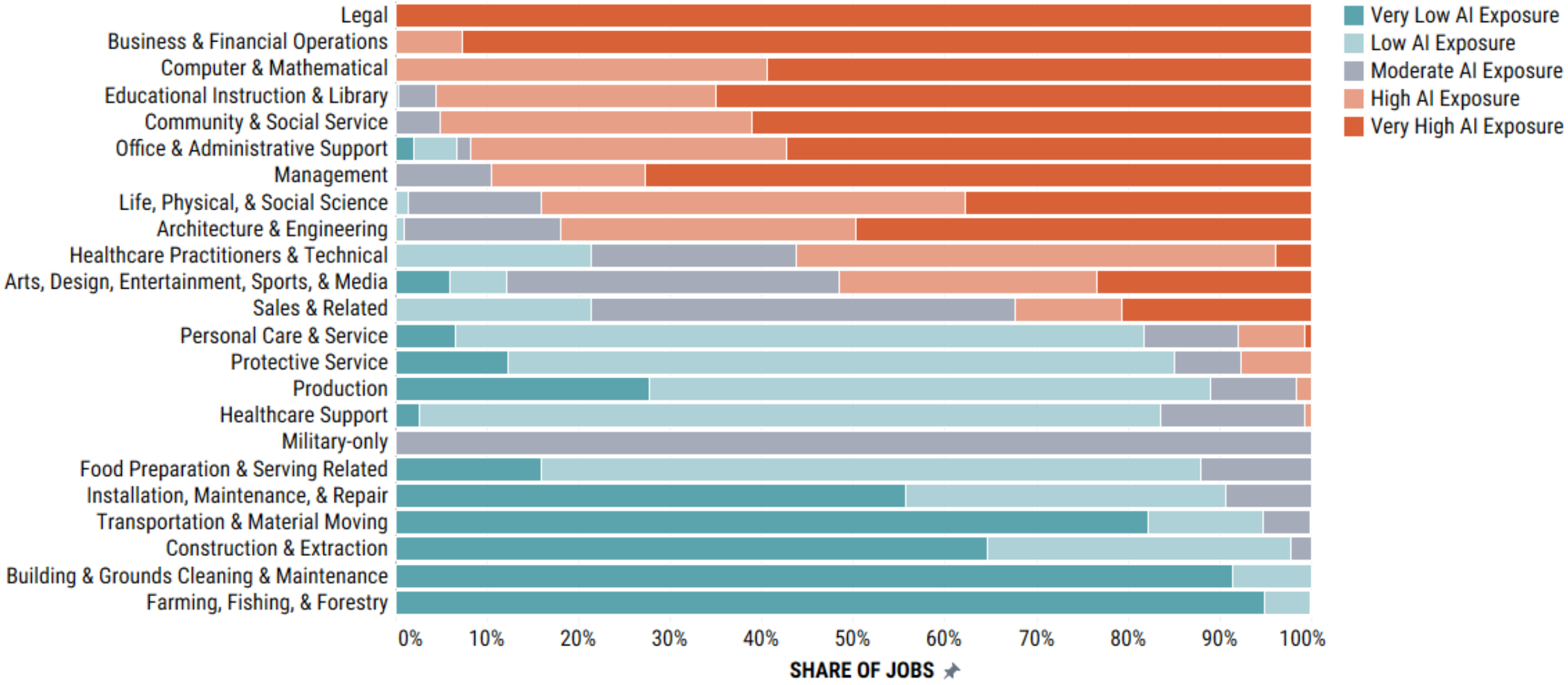
The AI Occupational Exposure (AIOE) scores measure the relative number, importance, and knowledge depth of abilities associated with an occupation and if these abilities may be complemented or substituted by generative AI capabilities. As AI adoption increases, workers in occupations with higher AI exposure scores are more likely to experience AI usage as a part of their daily tasks or to have some tasks replaced by AI applications.

Sources: BLS; Lightcast 2026.2—QCEW Employees, Non-QCEW Employees, and Self-Employed; US Department of Labor (DOL), Employment and Training Administration, Occupational Information Network (O*NET) version 31; Felten, Raj, & Seamans (2021). Occupational, industry, and geographic exposure to artificial intelligence: A novel dataset and its potential uses. *Strategic Management Journal*, 42(12), 2195–2217; Felten, Raj, & Seamans (2023). Occupational heterogeneity in exposure to generative AI. Available at SSRN; and TIP Strategies, Inc.

Notes: Scores have been updated using O*NET version 31 and are aggregated into Lightcast occupations by taking the average score. Only includes occupations with relevant AIOE scores.

AI OCCUPATIONAL EXPOSURE BY OCCUPATION GROUP

General AI exposure In Lubbock MSA Jobs, 2025 (all occupations)

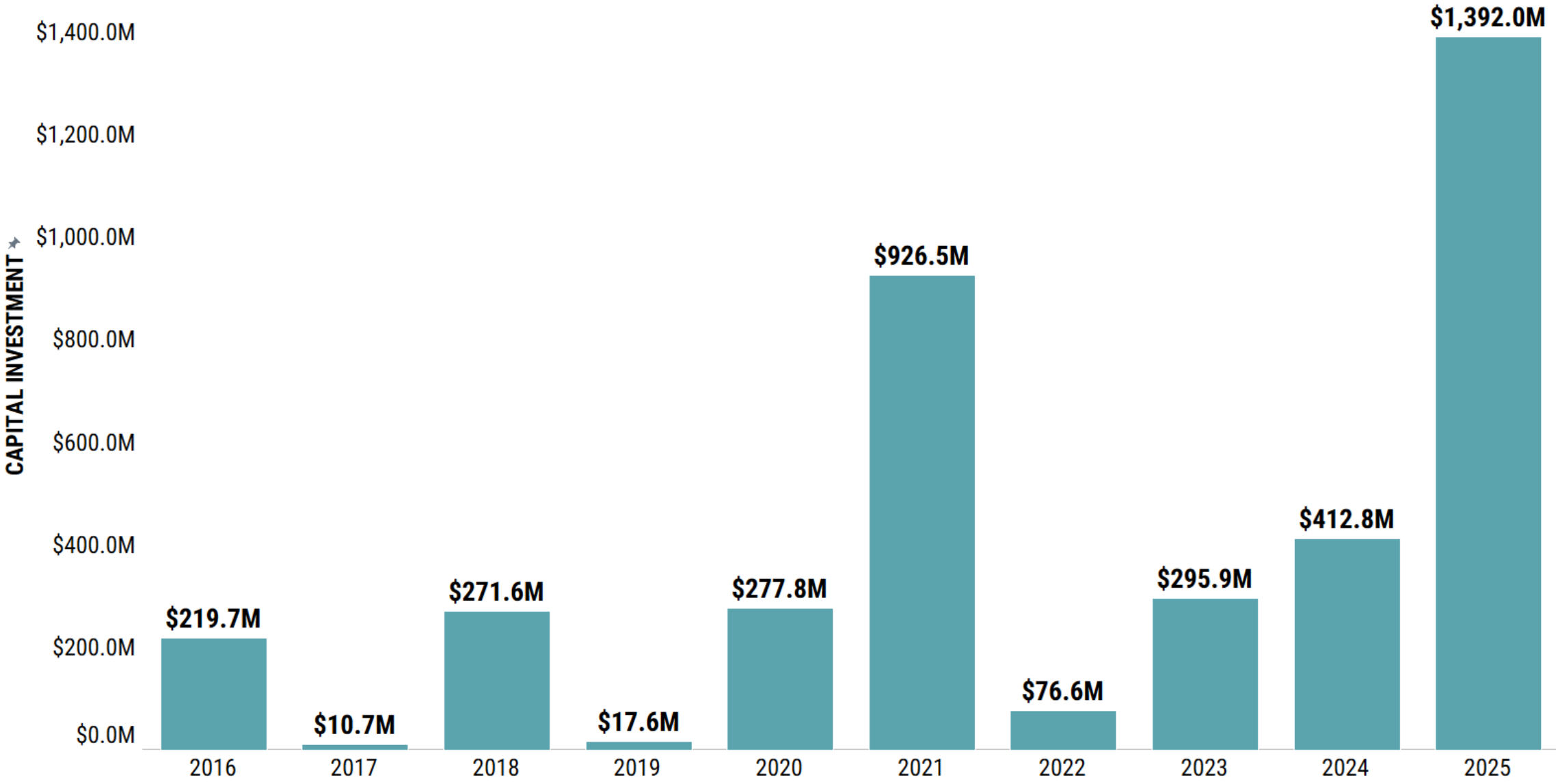


Sources: BLS; Lightcast 2026.2—QCEW Employees, Non-QCEW Employees, and Self-Employed; DOL, Employment and Training Administration, O*NET version 31; Felten, Raj, & Seamans (2021). Occupational, industry, and geographic exposure to artificial intelligence: A novel dataset and its potential uses. Strategic Management Journal, 42(12), 2195–2217; Felten, Raj, & Seamans (2023). Occupational heterogeneity in exposure to generative AI. Available at SSRN; TIP Strategies, Inc.

Notes: Include the sources and a note with this text: "The AI Occupational Exposure (AIOE) and related scores measure the number, importance, and knowledge depth of abilities associated with an occupation that may be complemented or substituted by generative AI capabilities. Scores have been updated using O*NET version 31 and are aggregated into Lightcast occupations by taking the average score. Only includes occupations with relevant AIOE scores.

INVESTMENT ANNOUNCEMENTS—VALUE

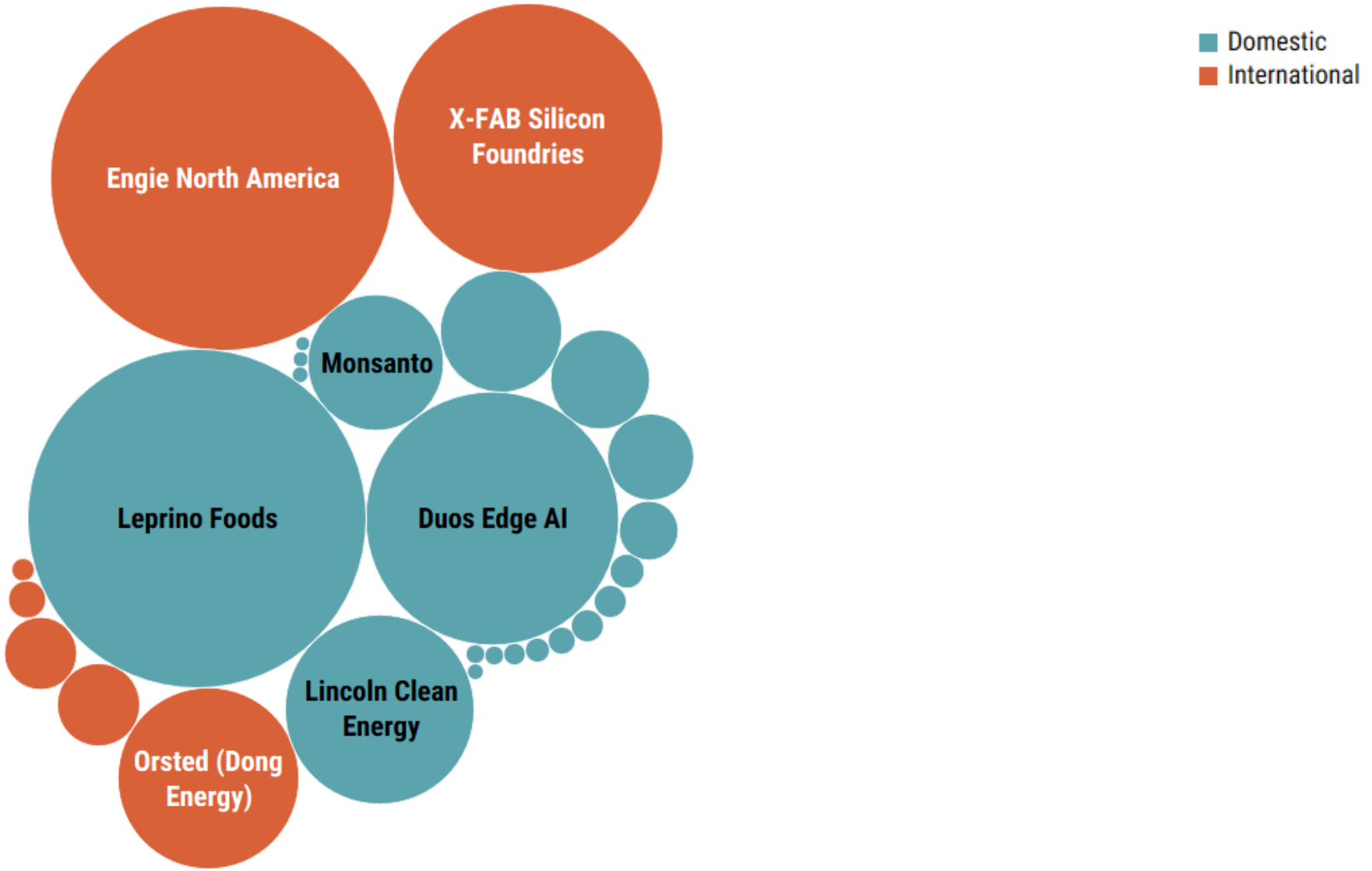
Out-of-state capital investment announced in the Lubbock MSA, 2016 to 2025



Notes: Some announced projects may be unconfirmed or unfulfilled. Company ownership may have changed since the original announcement was made. Some companies may no longer be in business or operating under the same name.

INVESTMENT ANNOUNCEMENTS—CORPORATE INVESTORS

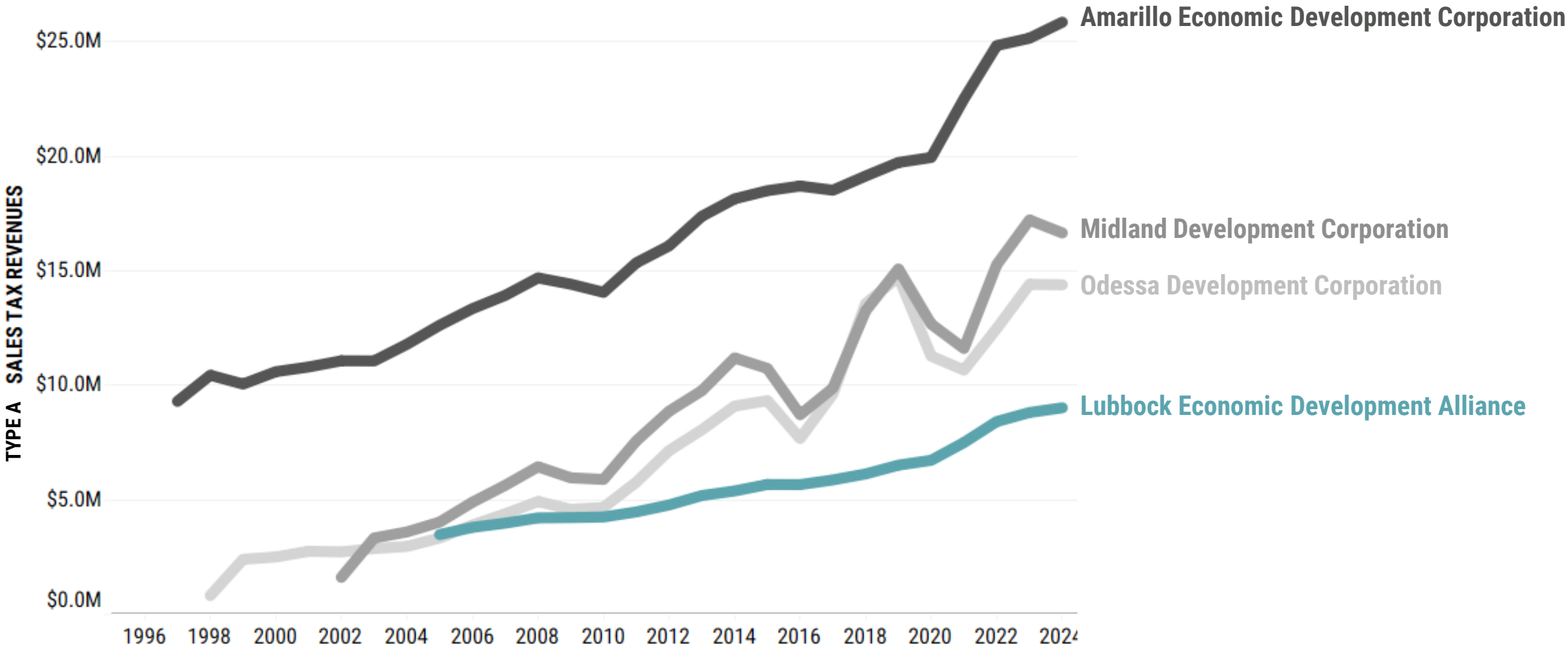
Out-of-state capital investment announced in the Lubbock MSA, 2016 to 2025



Notes: Circle size is proportional to investment value for the period shown. Direct investments include all foreign and out-of-state investments. Intra-state investments (e.g., a Maryland-based company expanding in Baltimore) are not shown. Some announced projects may be unconfirmed or unfulfilled. Company ownership may have changed since the original announcement was made. Some companies may no longer be in business or operating under the same name.

TYPE A SALES TAX REVENUES

Lubbock, Texas, and selected Type A EDCs in West Texas peer cities



Sources: Texas Comptroller of Public Accounts; TIP Strategies, Inc.

Notes: Type B sales taxes are intended for EDCs to fund quality of life improvements, including sport, tourism, and entertainment facilities, among others. Type A/B electives are as of municipal fiscal years ending in December 2024 or earlier. Revenues are stated as reported in annual filings and have not been inflation-adjusted.

PLAN FRAMEWORK

PLANNING PROCESS

- Stakeholder engagement
  - Business representatives
  - Elected officials
  - City and County staff
  - Higher education officials
  - LEDA board members and staff
- Research and analysis
  - Strategic analysis report (Tableau)
    - Baseline analysis
    - Industries and workforce
    - Development opportunities
  - Jobs quality access tool
  - AI exposure analysis



GUIDING PRINCIPLES

A set of core guiding principles is essential for evaluating bold ideas & potential strategies.

1 FORWARD THINKING

Lubbock is on the cutting-edge of entrepreneurship and innovation thanks to research taking place in the Texas Tech University System and the creativity of local companies.

2 TALENT DRIVEN

Lubbock's amenities support a strong quality of place that attracts and retains companies, talented workers, entrepreneurs, and university graduates.

3 COLLABORATION

Lubbock's public and private sector leaders work together to create an environment that supports economic development, community investment, and public-private collaboration.

4 AGILITY

LEDA responds to shifting market conditions and new opportunities with proactive approaches and creative solutions.

5 BUSINESS INTELLIGENCE

LEDA is a recognized thought leader on business and economic issues across the South Plains.

PLAN FRAMEWORK: GOALS



GOAL 1. BUSINESS GROWTH

Scale an integrated business development program that attracts high-impact investment, strengthens existing employers, and promotes innovation.



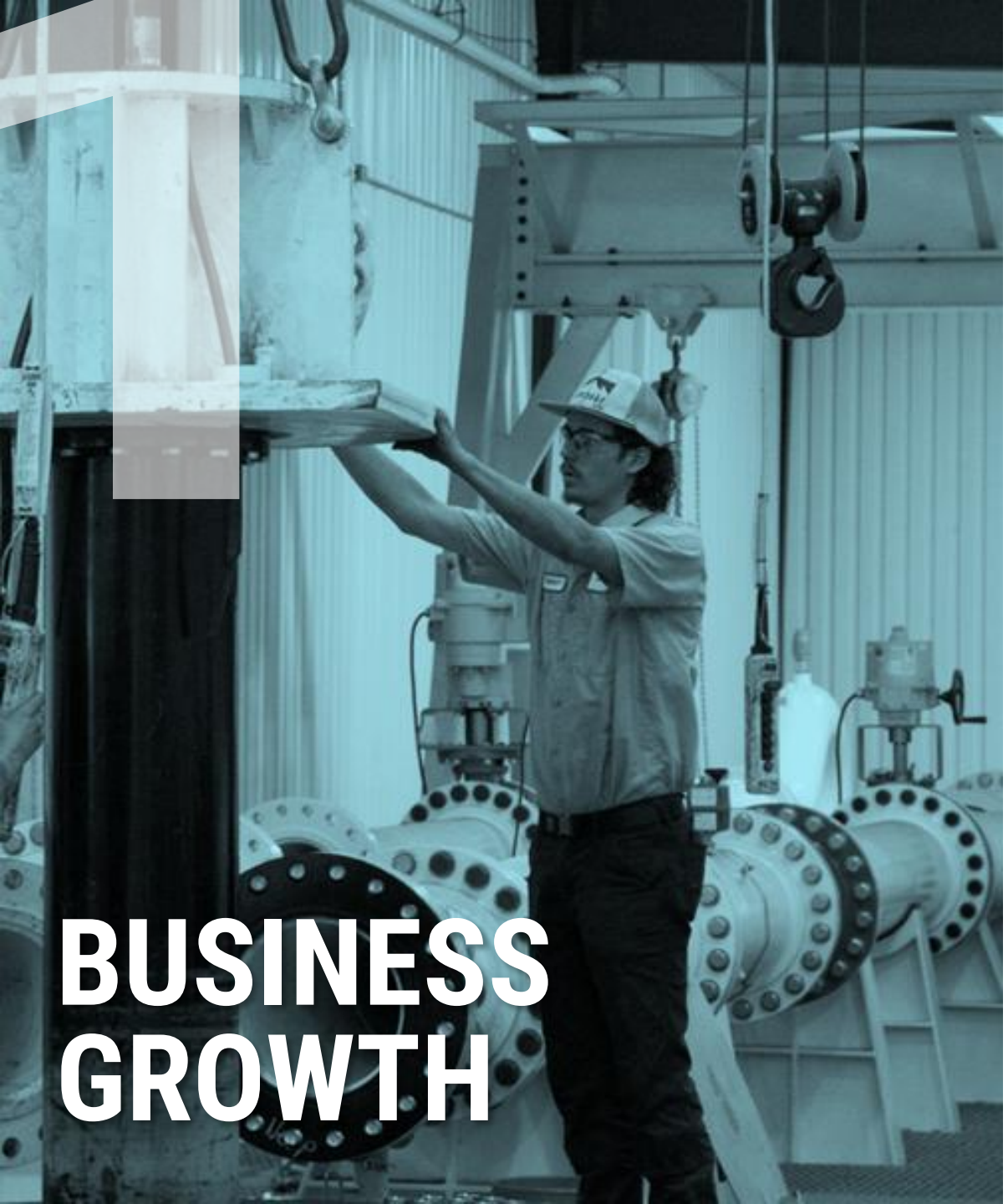
GOAL 2. QUALITY OF PLACE

Invest in sites and places to enhance economic vitality and community vibrancy.



GOAL 3. TALENT DEVELOPMENT, RETENTION, & ATTRACTION

Cultivate, retain, and attract a skilled, adaptable workforce to power regional industry growth and expand upward economic mobility.



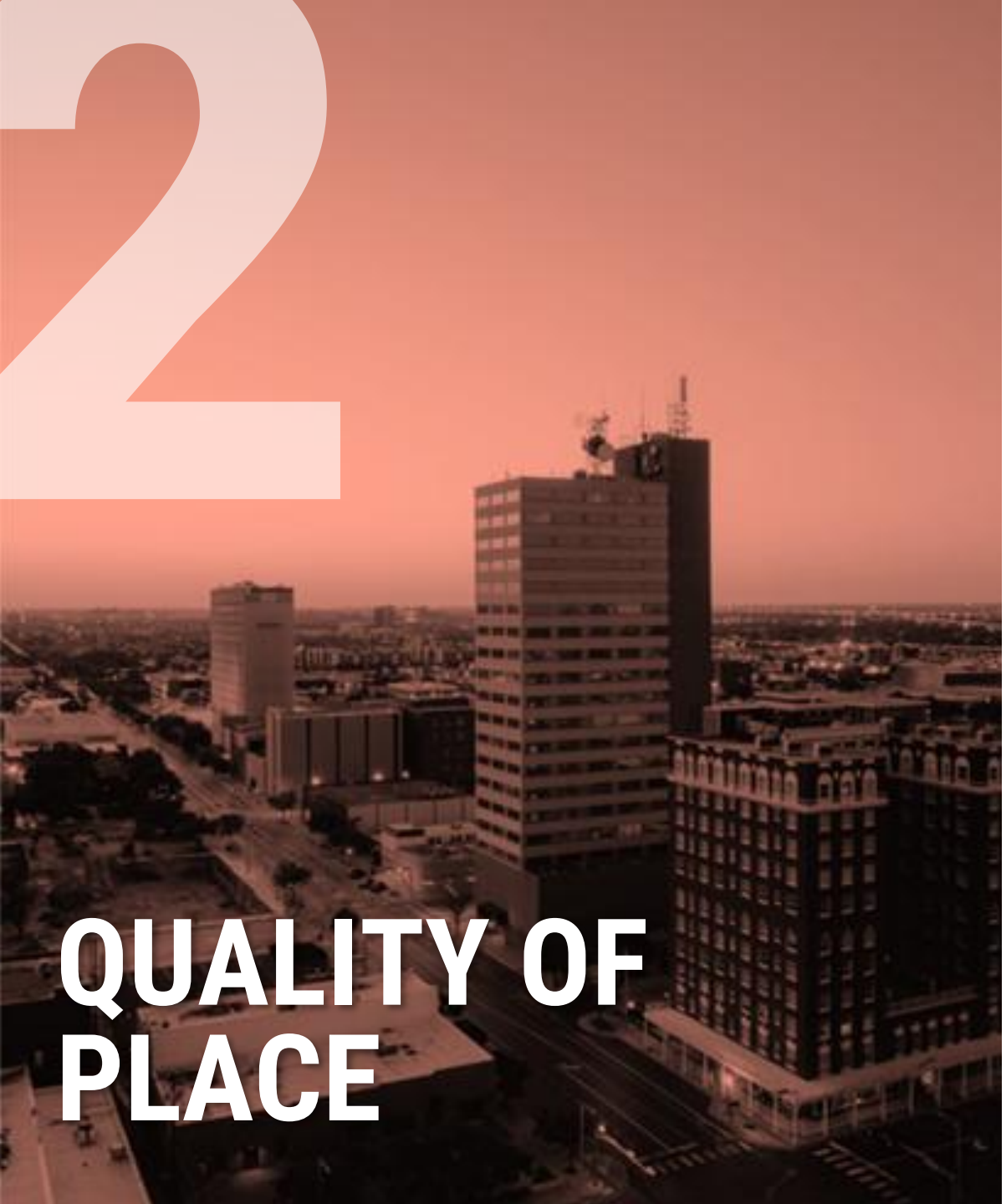
BUSINESS GROWTH

WHY IT MATTERS

A comprehensive approach to business growth is vital to securing long-term economic resilience and broad-based prosperity. Pursuing high-impact recruitment alongside business retention diversifies the municipal tax base, fosters competitive supply chains, and generates higher-paying career opportunities across the South Plains. Sustaining this competitive edge also requires embedding innovation and research into Lubbock's industrial and entrepreneurial fabric.

MAJOR STRATEGIES

1. Target high-growth industry clusters aligned with regional competitive advantages.
2. Refresh LEDA's digital presence and place-marketing platforms.
3. Establish a brand for the BRE program to heighten its visibility, awareness, and resources.
4. Expand forward-looking research and analysis capabilities to help educate the business community and regional partners about emerging trends.
5. Work with Texas Tech to transform the Reece National Security Complex (RNSC) into a national center of excellence for research and testing of national security infrastructure resilience.



2 QUALITY OF PLACE

WHY IT MATTERS

Investing in place is the essential bridge between economic growth and everyday quality of life. Companies no longer select sites based solely on tax rates or utility capacity; they invest in communities where their workforce wants to live, put down roots, and thrive. Reinvesting industrial value back into a vibrant downtown and underserved neighborhoods ensures that economic expansion delivers broad-based benefits.

MAJOR STRATEGIES

1. Develop a new 1,000+-acre business park north of the Lubbock Rail Port to accommodate large industrial projects.
2. Establish a new TIF district encompassing the North Lubbock industrial properties for funding infrastructure development in the future business park and community improvements in East Lubbock.
3. Continue supporting downtown revitalization.
4. Invest in community infrastructure across underserved neighborhoods.
5. Leverage state and federal economic development grants to stretch limited local economic development sales tax revenue.



3 TALENT DEVELOPMENT, RETENTION, & ATTRACTION

WHY IT MATTERS

A deep and skilled talent base is essential to sustaining long-term economic competitiveness and upward mobility. Capital investment follows workforce availability; companies can only scale where they can reliably recruit and retain skilled personnel. For residents, a coordinated strategy opens direct access to higher-wage career tracks. For LEDA, an agile, data-driven workforce ecosystem transforms talent into Lubbock's most formidable economic asset.

MAJOR STRATEGIES

1. Launch a branded Talent Concierge & Recruitment Portal focused on critical occupations, mid-career professionals, and former residents and alumni.
2. Supplement state Texas Workforce Commission grants with an agile, LEDA-administered training fund for expanding traded-sector employers.
3. Expand the successful Talent Pipeline Management (TPM) program beyond Healthcare into Advanced Manufacturing, Logistics, and other needed industries.
4. Integrate advanced real-time labor analytics platforms to track job posting trends, wage compression, and skill-gap shifts across the region.



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