

2017-2018

YEAR IN REVIEW



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™

MARKET
LUBBOCK

Visit
LUBBOCK

LUBBOCK
SPORTS



TABLE OF CONTENTS

2	Message to Our Stakeholders
6	Company Purposes
7	Board and Staff
9	Organizational Impact and ROI
12	Current Prospects
16	LEDA Location Announcements
20	LEDA Strategic Plan Update
22	LEDA Location Highlights
26	LEDA Significant Events and Activities
29	Visit Lubbock and Lubbock Sports Events
30	Visit Lubbock Highlights
32	Lubbock Sports Highlights
36	Marketing and Communications
38	Honors, Awards and Appointments
42	LEDA and Visit Lubbock Non-Negotiable Core Values

MESSAGE TO OUR STAKEHOLDERS



At times, the best view for making a decision is at 30,000 feet. For the Lubbock Economic Development Alliance (LEDA) and Market Lubbock, decisions are made for the betterment of tomorrow from this advantageous perspective.

The work of these teams isn't confined to what is needed today but envisions what the next few decades might look like. During my six years on the board, I had the pleasure of supporting these teams and being a part of several catalytic projects for our city.

Maybe the most notable project was the announcement of the Monsanto Cotton Seed Processing Plant. The \$140 million capital investment in this state-of-the-art facility was the largest new business investment in Lubbock since LEDA's inception. This site serves as the company's primary facility for cotton seed processing in the U.S. This project ensured that all aspects of cotton seed production and processing happen right here in Lubbock, from the research and production to distribution. Another advantage of this impactful project is the allocation of water and other utilities to the west side of the interstate making it easier for future development.

In addition to this significant investment in agriculture, LEDA welcomed 52 new companies from 2012 - 2018 with more than \$712 million in capital investment and 3,434 jobs announced.

To gain a competitive advantage when recruiting new businesses, LEDA partnered with Bandera Ventures to build a 160,000-square-foot speculative building at the Lubbock Business Park. Moving forward, LEDA will be able to market an available building for a new business to utilize, which is a significant advantage as many companies are looking to react quickly as their markets demand.

Along with their dedication to bring more businesses to Lubbock, LEDA is also committed to training and recruiting a highly-skilled workforce. By equipping our workforce with in-demand skills, they are positioned to compete for high quality jobs. Within the last six years, total employment has grown by nearly 13,000. To accomplish this initiative, LEDA has partnered with South Plains College (SPC) and other local partners to build a new \$10 million technical training center with 75,000 square feet as well as announced plans to bring a SPC campus to downtown Lubbock. In addition, LEDA worked in conjunction with the Texas Workforce Solutions to grant nearly \$2 million in local and state funds for career and technical education providing equipment and facilities for fields such as welding and culinary arts. LEDA also announced that in conjunction with SPC and Austin Coding Academy, a coding academy will be coming in 2019 to offer classes for people interested in developing coding skills and acquiring a position in the fast-growing technology industry.

Over the course of the past six years, LEDA granted Texas Tech University's Innovation Hub \$750,000 to advocate for and support innovation and

entrepreneurship through programs such the Spark Conference and TTU Accelerator. In addition, LEDA along with the Lubbock Angel Network has worked to cultivate a community of entrepreneurs and provide aspiring business owners with the skills to pitch their ideas to interested parties.

One of Lubbock's fastest growing industries is tourism. Since 2012, we have seen a 17 percent increase in room demand and a 21 percent increase in hotel and lodging revenue. The number of visitors also grew by 13 percent. In 2017, Lubbock welcomed 6.28 million visitors and a collective \$790 million in direct spending. These visitors traveled to experience our destination for health care, education, sporting events, shopping, a conference, business, etc. To best market our city as a premier destination, Visit Lubbock established a travel writer program bringing in writers from across the world. Since its inception, Visit Lubbock hosted more than 75 writers with a potential reach of more than 336 million people. These writers touted Lubbock's vibrant art, wine, music and historical scenes. A few of the publications that promoted the "Hub City" include: AAA World, NPR, Toronto Star, AARP, USA Today's 10Best, Travelocity, Global Traveler, and Forbes.

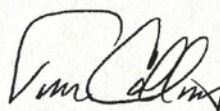
As a crucial part in continuing the development of our city, Market Lubbock launched a downtown grant program which has generated more than \$11 million in private investment in downtown since its inception. The projects range in size and scope, and bring a renewed energy to downtown all the while paying tribute to the history of the area. Through this

program, Market Lubbock has helped to create a reason and an interest for people to live and work in downtown. This program will have a lasting effect as it brings more people and dollars to the downtown area which will in turn bring more businesses, residents and visitors.

As I look back on all that was accomplished, I will always be grateful for the opportunity to work alongside the dedicated staff at LEDA and Market Lubbock. I would also like to thank the incredibly talented group of Lubbock business leaders who make up the Board of Directors. Because of the efforts of this team, the Lubbock City Council, our educational partners and the business community, Lubbock is poised for continued growth and success for years to come.

There is a great tomorrow in store for Lubbock, Texas.

Sincerely,



TIM COLLINS

*Past Chairman of the Board for LEDA,
Visit Lubbock & Market Lubbock*

MESSAGE TO OUR STAKEHOLDERS



It's been an undeniably catalytic year for LEDA and Visit Lubbock. From downtown revitalization to workforce development to tourism and entrepreneurship, the accomplishments of this past year are going to both pay immediate dividends as well as generate a lasting impact for our community.

Downtown efforts remain a major focus for LEDA. Of particular note, LEDA, along with the City of Lubbock, partnered with the CH Foundation and South Plains College, to develop plans for an academic center in the soon-to-be vacated City Hall in the heart of downtown. Each day 2,500 students will attend classes at the downtown campus, bringing more people to the area. Additionally, Market Lubbock has awarded 21 downtown grants totaling \$700,000 which resulted in \$11 million of private investment. Property owners throughout downtown are updating, renovating and establishing businesses. This will continue to spur the growth of downtown Lubbock, and we're already starting to see that happen. Partially as a result of the renovations, LEDA was able to recruit Hoverstate, a technology company, to downtown adding 50 high-paying jobs.

With the growth taking place in Lubbock's technology sector, LEDA worked with Texas Tech University and

South Plains College to establish the Lubbock Coding Academy which will offer research-based curriculum delivered by professional developers working in the industry. This will create a pipeline of talent that will allow our growing technology sector to flourish.

Our comprehensive workforce development efforts only continue to increase. We are committed to equipping Lubbock's future workforce through multiple high demand job training grants benefiting our public schools. In the last year, \$750,000 was granted to area school districts impacting almost 2,800 students, learning in-demand career and technical skills in the areas of welding, automotive technology and more. LEDA also funded a highly successful teacher externship program with Frenship ISD that helped teachers identify what businesses are looking for in a skilled and talented workforce.

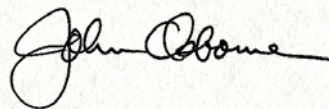
LEDA also remains dedicated to our core mission of working with businesses to grow in Lubbock. In 2017-2018, we were able to add 274 jobs and \$105.8 million in total capital investment, work with Bandera Ventures to build a 160,000-square-foot cross-dock facility at the Lubbock Business Park, which should be available by next summer, and Market Lubbock continues its commitment to entrepreneurship and innovation by extending our relationship with the Texas Tech University Innovation Hub.

Businesses need talent, and this next generation of talent is looking first for a city with a sense of place and then looking for a place to work. While downtown revitalization is assisting with our sense of place, another key area of development is our athletic park and facilities. We partnered with the City of Lubbock to reinvest and upgrade the Berl Huffman Athletic Complex. These upgrades will make it the finest soccer complex in the state of Texas. Not only will it benefit our citizens, but it will put Lubbock on the map as a host site for soccer tournaments, which will bring in more visitors and further support our hotels, restaurants and retail stores.

In the last year alone, 6.2 million visitors came to the “Hub City.” Visit Lubbock and Lubbock Sports hosted 425 conventions and events generating over \$58 million in economic impact, bringing more wealth and property tax savings to our citizens. Additionally, Visit Lubbock hosted 42 travel writers who wrote articles about Lubbock, reaching over 53 million people. We expect tourism in Lubbock will only continue to grow we continue to be recognized for our music, attractions as well as arts and culture.

Before I close, I would like to thank Tim Collins and Jim Gilbreath for their service on our board for the work they’ve done during their tenure. Not only are our organizations truly better for their support, Lubbock is better for their leadership.

As an organization, we never stop asking “what’s next,” but may this serve as a reminder of all that’s been accomplished in the last year. In future years, we will look back on 2017-2018 and see how the projects that have been cultivated this year will yield dividends to Lubbock for decades to come.

A handwritten signature in black ink, reading "John Osborne". The signature is fluid and cursive, with the first name "John" and last name "Osborne" clearly distinguishable.

JOHN OSBORNE

President & 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, *Chairman of the Board,
Owner of Collins Tile Company*

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

Mr. Matthew Bumstead, *CEO in Residence,
School of Business of Lubbock Christian University*

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

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

Mr. Mark Griffin, *President & General
Counsel of The Griffin Companies*

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

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

Ms. Kristin Murray, *Director of Human
Resources for Arbor Hotels*

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

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*

Ms. Brianna Gerardi, *Project Manager for
Business Recruitment & Innovation*

Ms. Jessica Marlar, *Project Manager for
Business Recruitment & Innovation*

LEDA AND VISIT LUBBOCK STAFF

Mr. John Osborne, *President & CEO*

Ms. Jana Johnston, *CPA, CFO & COO*

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

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

Ms. Erin Grigson, *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. 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*

Mr. Michael Rojas, *Sports Sales Manager*

Ms. Karri Logan, *Services Manager*

Ms. Madeline Walker, *Sales & Services Coordinator*

“LEDA, Market Lubbock, and Visit Lubbock play an integral role in the recruitment and growth of business which provides high paying jobs and improves the quality of life for our citizens. Their efforts to recruit, train, and equip our workforce with highly needed skills support business growth and provides more opportunities for our workforce.”

DAN POPE
MAYOR OF LUBBOCK

ORGANIZATIONAL IMPACT AND ROI 2017-2018

Welcoming more than 6.2 million visitors, spurring business development as well as expansion, and planning for future growth in our city, the teams at LEDA, Visit Lubbock and Lubbock Sports experienced an exciting year. Recruiting new business and partnering with local businesses while increasing the number of visitors to Lubbock for meetings, sporting events and leisure travel, makes Lubbock one of the top cities for business growth and tourism expansion in Texas.



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™

274

TOTAL JOBS

\$105,854,924
TOTAL CAPITAL
INVESTMENT

\$51,953,438

**TOTAL
ANNUAL
VALUE
ADDED
IMPACT**



425

CONVENTIONS
& EVENTS

187,415
ROOM
NIGHTS

\$58,642,154

**TOTAL
ECONOMIC
IMPACT**

ANNUAL IMPACT

LEDA/MARKET LUBBOCK, INC. LOCATIONS	2017/18	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Locations	19	174	12.4
Total Jobs*	274	8,039	574.2
Average Number of Jobs/Locations	14.4		46.2
Total Capital Investment	\$ 105,854,924	\$ 1,087,676,474	\$ 77,691,177
Total Incented Annual Wages	\$ 3,000,000	\$ 159,509,135	\$ 11,393,510
Average Annual Wage of Incented Jobs	\$ 60,000		\$ 39,758
Total Annual Value Added Impact**	\$ 51,953,438		
Average Value Added Impact/Job Created	\$ 189,611		
Average Value Added Impact/Location	\$ 2,734,391		

*Jobs represent number of jobs created once project is fully operational.
**Value added is the increase in gross area product annually.

PRYOR BLACKWELL,
PARTNER WITH BANDERA VENTURES

“Over the past 30+ years we've worked on development projects across the U.S., and John Osborne and his team at LEDA are in a league of their own.”

WES GOLDWATER,
CHIEF INFORMATION OFFICER
FOR GERMBLAST

“We are excited for our company and its headquarters to be a part of Lubbock's downtown revitalization. Market Lubbock has always been a great partner for us, and we are grateful to them for making opportunities like this available.”

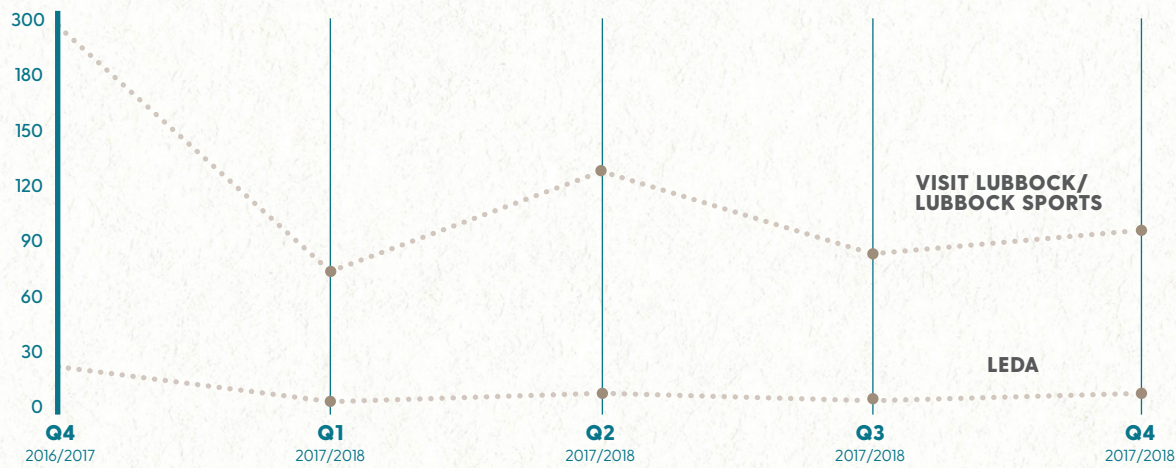
ANNUAL IMPACT (CON'T)

VISIT LUBBOCK AND LUBBOCK SPORTS	2017/18	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Conventions and Events	425	5,797	414.1
Total Number of Room Nights	187,415	1,850,019	132,144.2
Average Number of Room Nights/ Convention or Event	441.0		319.1
Total Estimated Attendees	481,470	5,275,512	376,822
Average Number of Attendees/ Convention or Event	1,132.9		915
Total Economic Impact*	\$ 58,642,154	\$ 582,178,387	\$ 41,584,171
Average Economic Impact/ Convention or Event	\$ 137,982		\$ 100,428
Average Economic Impact/ Room Night	\$ 312.90		\$ 315
Average Economic Impact/ Attendee	\$ 121.80		\$ 110.35
Average Amount of Incentives/ Convention or Event	\$ 1,434.21		\$ 1,367
Average Amount of Incentives/ Room Night	\$ 3.25		\$ 4.40
Average Amount of Incentives/ Attendee	\$ 1.27		\$ 1.54
Every \$1 committed to incentives generates an economic impact of	\$ 96.21		\$ 72.86
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock	\$ 690.81		\$ 508.63

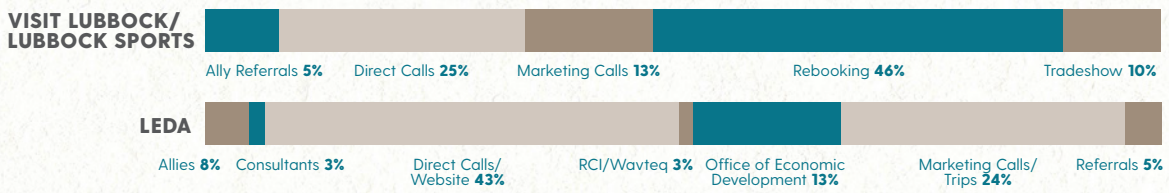
*Includes only direct impact as computed using the 2013 economic impact study by Destination Analysis.

CURRENT PROSPECTS AS OF AUGUST 31, 2018

NEW PROSPECTS IDENTIFIED





PROSPECTS BY REFERRAL



VISIT LUBBOCK/LUBBOCK SPORTS	
Ally Referrals	9
Direct Calls	46
Marketing Calls	24
Rebooking	84
Tradeshow	19
TOTAL	182

LEDA	
Allies	7
Direct Calls/Website	37
Consultants	3
Marketing Calls/Trips	21
Office of Economic Development	11
RCI/Wavteq	3
Referrals	4
TOTAL	86



“Through a partnership with LEDA, 57 Frenship ISD teachers had the opportunity to spend three days embedded with an employer in our community gaining hands-on, real world experience. **Teachers from all levels gained perspectives and skills to bring back to their classrooms,** allowing them to create more impactful, relevant, and targeted educational experiences for the hundreds of students they are directly serving.

DR. MICHELLE MCCORD
SUPERINTENDENT OF FRENSHIP ISD





**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™**

PROSPECTS BY NAICS* CODE	TOTAL	PERCENT
Crop Production	1	1%
Support Activities for Agriculture and Forestry	1	1%
Utilities	1	1%
Heavy and Civil Engineering Construction	1	1%
Food Manufacturing	5	6%
Beverage and Tobacco Product Manufacturing	1	1%
Textile Mills	1	1%
Wood Product Manufacturing	1	1%
Petroleum and Coal Products Manufacturing	1	1%
Chemical Manufacturing	3	3%
Plastics and Rubber Products Manufacturing	4	5%
Nonmetallic Mineral Product Manufacturing	1	1%
Primary Metal Manufacturing	3	3%
Fabricated Metal Product Manufacturing	2	2%
Machinery Manufacturing	6	7%
Computer and Electronic Product Manufacturing	1	1%
Electrical Equipment, Appliance, and Component Manufacturing	1	1%
Transportation Equipment Manufacturing	2	2%
Miscellaneous Manufacturing	10	12%
Merchant Wholesalers, Durable Goods	2	2%
Merchant Wholesalers, Nondurable Goods	2	2%
Building Material and Garden Equipment and Supplies Dealers	1	1%
Truck Transportation	5	6%
Warehousing and Storage	7	8%
Telecommunications	3	3%
Funds, Trusts, and Other Financial Vehicles	1	1%
Professional, Scientific, and Technical Services	11	13%
Management of Companies and Enterprises	5	6%
Administrative and Support Services	2	2%
Total Federal Government Employment	1	1%
GRAND TOTAL	86	

PROSPECTS BY MARKET	TOTAL	PERCENT
Association	33	29%
Corporate	4	6%
Education	23	20%
Festivals/Events	2	2%
Government	1	1%
Group Tour	8	7%
Religious	30	26%
Reunion	8	7%
Social/Fraternat	3	3%
Weddings	2	2%
GRAND TOTAL	114	



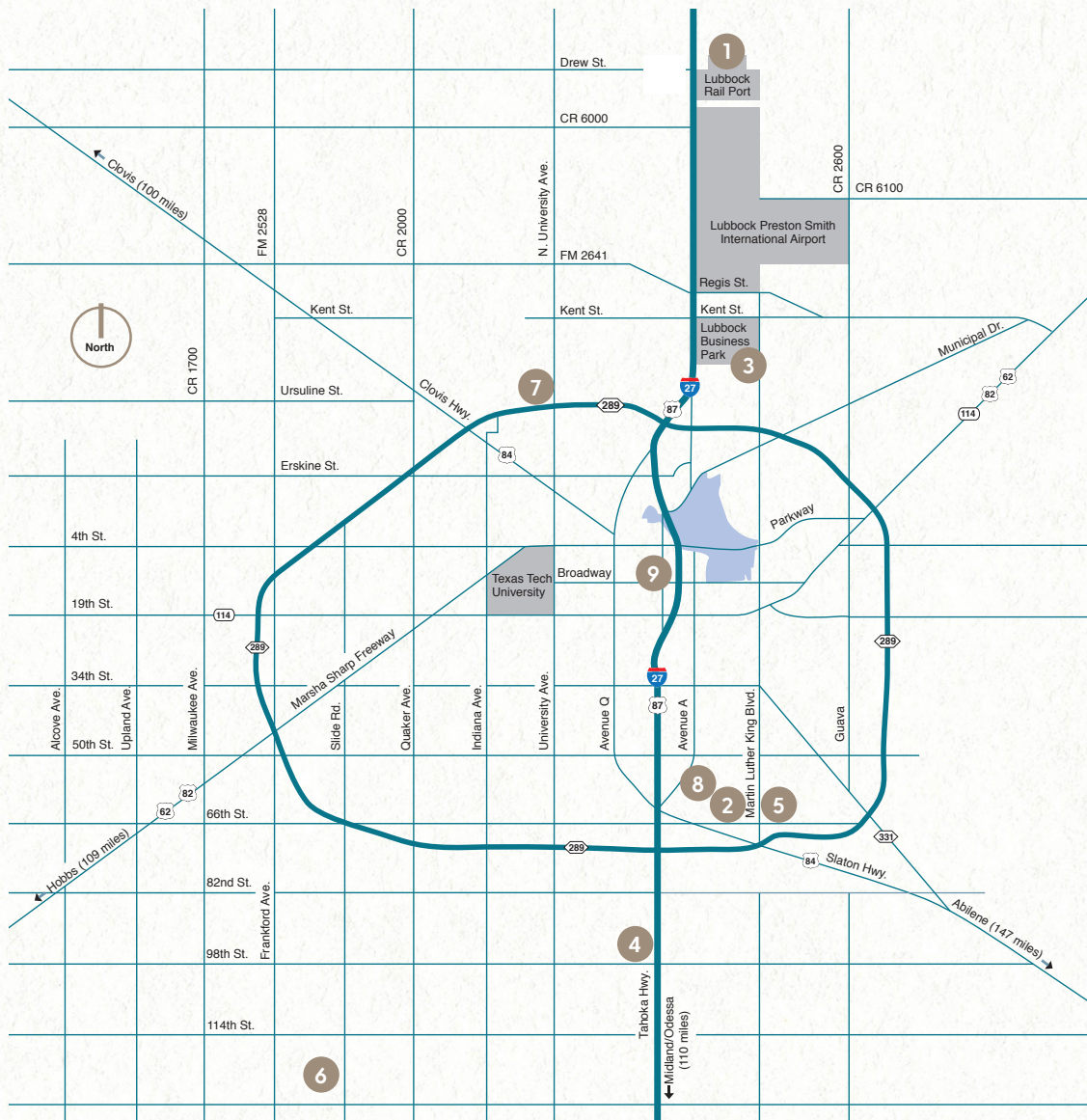
PROSPECTS BY SPORT	TOTAL	PERCENT
Academics	5	7%
Baseball	4	6%
Basketball	5	7%
Bowling	2	3%
Combat	5	7%
Football	3	4%
Golf	4	6%
Multisport	2	3%
Other	2	3%
Rodeo	1	1%
Running	3	4%
Soccer	3	4%
Softball	15	22%
Swim/Dive	4	6%
Tennis	2	3%
Track & Field	6	9%
Volleyball	2	3%
GRAND TOTAL	68	



LEDA LOCATION ANNOUNCEMENTS

In line with its strategic plan, LEDA actively seeks businesses that will diversify and complement Lubbock’s industry composition, have a positive impact on the community, and employ residents and graduates while strengthening Lubbock’s growing, highly-skilled workforce.

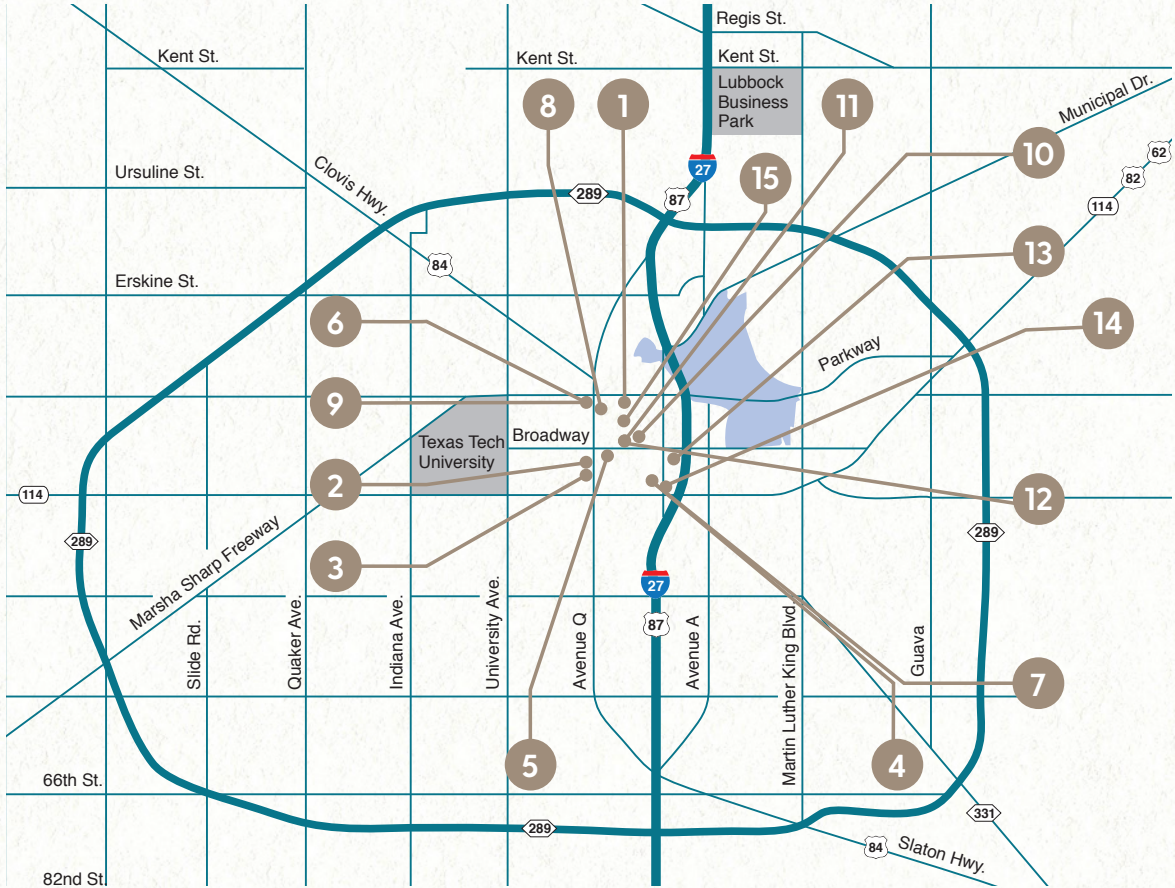
COMPANY		TOTAL JOBS	CAPITAL INVESTMENT	ANNUAL VALUE ADDED IMPACT
1	Pioneer Hi-Bred	16	\$ 6,100,000	\$ 2,574,923
2	SunGold Foods, Inc.	21		\$ 2,720,864
3	Bandera Ventures Building		\$ 10,000,000	
4	SitePro	64		\$ 14,288,443
5	Hydrite Chemical Co.	34	\$ 19,200,000	\$ 7,421,889
6	Primary Utility Services	18		\$ 4,165,496
7	X-Fab Manufacturing, Inc.		\$ 35,000,000	
8	Superior Pipe Company	71	\$ 24,230,000	\$ 13,469,208
9	Hoverstate	50	\$ 20,000	\$ 7,312,615
		274	\$ 94,550,000	\$ 51,953,436



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: façade and permittable grants. The façade grant focuses on the outside appearance of a building, and a permittable grant includes improvements to property that require 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	Two Docs Brewing Co.	\$ 807,664
2	LBK Property Group	\$ 193,256
3	Concord Medical Group	\$ 323,061
4	Downtown Social LBK	\$ 16,339
5	Western Bank	\$ 3,251,186
6	River Smith's	\$ 24,442
7	The Library Bar	\$ 9,905
8	Double Tree (Q-505 LLC)	\$ 4,171,710
9	Pancake House	\$ 124,970
10	McCourt Place, L.C.	\$ 1,220,476
11	The Brewery LBK (West Family Hospitality Group LLC)	\$ 369,585
12	Pioneer Pocket Hotel (McDougal Properties)	\$ 438,764
13	Hemphill Wells (RDM7)	\$ 340,464
14	Lubbock Beer Garden	\$ 7,145
15	Boatwright Law	\$ 5,957
		\$ 11,304,924



BRIAN BARNETT,
VICE PRESIDENT OF TECHNOLOGY
AND BUSINESS SOLUTIONS
AT HOVERSTATE

“We are thrilled to announce our new location in downtown Lubbock. The area provides a flourishing environment for our employees to work, cultivating progress and entrepreneurship. In addition, the location places us in close proximity with educational institutions for talented resources and research that will prove critical to our organization.”

LEDA STRATEGIC PLAN UPDATE

The LEDA strategic plan and the priority projects it specifies continue to be the organization's focus. Here's a breakdown of the team's accomplishments in the fiscal year 2017-2018.

COMPANY MEETINGS

LEDA'S RETENTION, WORKFORCE AND RECRUITMENT TEAMS MET WITH

833

BUSINESSES LOCALLY, NATIONALLY AND INTERNATIONALLY IN THE LAST FISCAL YEAR.

RETURN2LBK CORPORATE JOBS CAMPAIGN

27

PARTICIPATING BUSINESSES

58

JOB POSTINGS

OVER
1,000,000
LINKEDIN IMPRESSIONS

\$750,000
TOTAL OF GRANTS BENEFITING
2,775 AREA STUDENTS

ASSISTED AREA SCHOOL DISTRICTS WITH
HIGH-DEMAND SKILLS
TRAINING GRANTS

In 2017, the Byron Martin Advanced Technology Center (BMATC) hosted a trade and industrial career fair for all Lubbock ISD ninth grade students, providing exposure to career and technical classes that can be taken during their subsequent years at the BMATC. Classes included: information technology, architecture and construction, automotive technology, manufacturing, health sciences and more. LEDA staff assisted by serving on the manufacturing and information technology committee at the BMATC as well as sponsoring 325 safety goggles for student to use as they toured the labs.

2017
BMATC
TRADE AND
INDUSTRIAL FAIR

COMPREHENSIVE WORKFORCE PLAN

2017-2018

YOUTH ENTREPRENEURSHIP ACADEMY (YEA!)

The Lubbock Chamber of Commerce hosted its second YEA! during the 2017-2018 school year. Christine Allen, director of workforce development and Foreign-Trade Zone 260 for LEDA, served as a program manager and attended class with the students every Tuesday.



In March of 2018, Frenship ISD decided to move forward with a formalized teacher externship program for the summer of 2018. LEDA partnered with Frenship to help fund the externship and place career and technical educators with local businesses.

TEACHER
EXTERNSHIP
PROGRAM

\$5,000
PARTNERSHIP

PARTNERED WITH X-FAB TEXAS FOR THEIR 2017 SEMI HIGH TECH UNIVERSITY, AN INDUSTRY MATH AND SCIENCE-BASED CAREER EXPLORATION PROGRAM. ALONG WITH A \$5,000 PARTNERSHIP, LEDA ASSISTED WITH THE MOCK INTERVIEW PORTION OF THE PROGRAM AND HELPED X-FAB RECRUIT FROM AREA SCHOOLS.



DOWNTOWN REVITALIZATION

SINCE 2010,
\$289,535,165
HAS BEEN INVESTED IN
DOWNTOWN REDEVELOPMENT PROJECTS.

175 PROJECTS
INITIATED IN DOWNTOWN



MARKET LUBBOCK, INC. LAUNCHED
A DOWNTOWN GRANT PROGRAM IN
NOVEMBER 2016. THIS INCLUDES:
**56 ACTIVE PROJECTS &
10 COMPLETED PROJECTS**

INVESTMENT BY MARKET LUBBOCK:

\$689,498



TOTAL PRIVATE INVESTMENT:
 **\$11,304,924**

*AS OF SEPTEMBER 2018



INNOVATION AND ENTREPRENEURSHIP

PARTNERSHIP WITH TEXAS TECH UNIVERSITY
INNOVATION HUB AND RESEARCH PARK

3-YEAR GRANT TOTALING

\$1.2 MILLION

**SPARK
CONFERENCE**
APRIL 23-24, 2018

TWO-DAY JOURNEY OF
EXCELLENCE IN INDUSTRY,
INVENTORS AND
INVESTMENT IN INNOVATION

401 REGISTERED PARTICIPANTS

TEXAS TECH UNIVERSITY ACCELERATOR

DESIGNED TO ASSIST FACULTY, STUDENTS AND
ENTREPRENEURS IN LAUNCHING STARTUP COMPANIES

12 STARTUP COMPANIES AWARDED:

- \$12,500 EACH •
- HUB SPACE FOR ONE YEAR •
- ADVANCED HUB CAMP PROGRAM •
- MENTORING FROM
TOP LEADERS & BUSINESSMEN •

★ ★ ★ ★ ★ TRADESHOWS ★ ★ ★ ★ ★

MEDICAL DESIGN AND MANUFACTURING WEST • ADVANCED DESIGN AND MANUFACTURING EXPOSITION
MRO AMERICAS • HANNOVER MESSE FAIR (GERMANY) • BIO INTERNATIONAL CONVENTION
SELECTUSA INVESTMENT SUMMIT • INSTITUTE OF FOOD TECHNOLOGY

LEDA LOCATION HIGHLIGHTS

In September 2018, **Superior Pipe Products, LLC**, a manufacturer of pipe products used in agriculture, municipal, and other industries, announced plans to open a new facility in the “Hub City” estimated at \$24 million in capital investment. This facility will add 71 highly-skilled jobs over the next five years.

The Agriculture Division of **DowDuPont** will consolidate the research and development activities that are currently located at separate sites in Lubbock and Plainview to a newly constructed site, yet to be determined, in the City of Lubbock. The project plan features a newly constructed 30,000-square-foot office and laboratory facility. New full-time technology jobs and additional seasonal, part-time jobs will be housed at the new facility scheduled to open in 2019.

Hydrite Chemical Co., a family-owned, Midwest-based, diversified chemical distributor and manufacturer with 11 operating facilities, has been in operation since 1929. Hydrite’s business is comprised of seven distinct segments: Distribution, Agriculture, Foam Control, Food Processing and Ingredients, Liquid Sulfur Salts, Water Treatment, Organic Processing and the newest one, Oil & Gas. With an aggressive Master Site Plan for Lubbock, the company is preparing for significant expansion and investment plans in plant and equipment. At a press conference in August 2018, Hydrite announced a capital investment of \$19 million and 34 employees to be added to its current operations.

STEVE REID,
REGIONAL OPERATIONS MANAGER
FOR HYDRITE CHEMICAL COMPANY

“Without the help of LEDA (and the City of Lubbock), the expansion of our facilities and operation wouldn’t have been possible. We look forward to providing good jobs and careers to the friendly people of Lubbock. This city has afforded us the opportunity to add a new segment in oil and gas, and we couldn’t be more happy to be here.”

SitePro, previously known as AmpliSine Labs, is a premier technology solution for fluid management in the upstream oil and gas industry. The owners are graduates of Texas Tech University who decided to open the company's headquarters right here in Lubbock. SitePro operates additional locations in San Antonio, Pecos and Oklahoma City. Since the start of 2018, the company added 34 jobs bringing their total employee headcount to 70 employees, and they plan to add an additional 30 jobs by the end of 2018.

In October 2017, a Los Angeles-based technology firm, **Hoverstate**, said its new operations in Lubbock will specifically focus on the development of computer software crafted for the healthcare industry. The expansion will create 50 new jobs with an average salary of \$60,000. Hoverstate made a \$20,000 capital investment in equipment for its new location in the basement of the Courthouse Lofts at 800 Broadway.



HOVERSTATE'S DOWNTOWN LUBBOCK OFFICE



DOWNTOWN ACTIVITY

In November 2016, the Market Lubbock Board of Directors approved a grant program providing incentives for investment in downtown Lubbock.

There are two grants that businesses can apply for: façade and permittable grants. The façade grant focuses on the outside appearance of a building. This grant reimburses 50 percent of the expenses up to \$25,000. The second type of grant is a permittable project that includes improvements to property that require a city permit. This grant will reimburse 10 percent of the cost up to \$100,000. 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.

A group of local investors is renovating the property at 502 Texas Ave., located in the Cultural District, for the construction of a brewery that will open soon under the name **Two Docs Brewing Co.** The project will involve the renovation of the existing building, including masonry, structural steel and framing work, along with the construction of an outdoor patio which will include a solar-powered awning that will provide enough power to sustain the brewery's operations. Downtown grants approved for the project are based on the projects \$807,664 in capital investment.

Concord Medical Group, a physician-owned and operated organization serving the needs of rural hospitals in West Texas, is renovating the building at 1602 Ave. Q. The downtown facade and permittable

grants will assist with the project's scope of work that includes new landscaping, windows and paint, as well as metal framing, carpentry, flooring and more. The estimated capital investment for the project is \$323,061.

The **LBK Property Group** is renovating the building at 1312 Ave. Q. The downtown grants will aid with the replacement of the building's roof, mechanical and electrical work and new exterior doors and storefront windows. The total capital investment for the project is \$193,256.

“

As guys who appreciate great craft beer, we have always felt that beer is art. When we looked to find a location for our craft brewery, we all agreed it should be in Lubbock's growing Arts District. We found the perfect property located right on Lubbock's First Friday Art Trail that fit our vision for the brewery, taproom and patio. Without the support of Market Lubbock, we would not have been able to bring our vision to the Arts District, and we are excited to see how the area grows as more businesses begin to open their doors in Downtown Lubbock and the Arts District.

JON STEPHENS
CO-OWNER OF TWO DOCS BREWING CO.

”

RTGS Broadway Development LP converted the second-floor courtroom in the old Lubbock federal building into a living space and built multiple new offices with a total of 6,513 in rentable square footage on the basement level of the property located at 800 Broadway. The total capital investment was \$604,257.

RAW Oil & Gas, Inc., which has been engaged in the exploration, acquisition and production of crude oil and natural gas in West Texas since 2002, remodeled its downtown property at 1415 Buddy Holly Ave. The work included remodeling offices on the second floor, demolishing walls on the ground floor and building seven new offices featuring new windows and power and light packages totaling \$266,558 in capital investment.

Infection Controls, Inc. (dba Germblast), a business which provides a comprehensive and innovative solution to significantly lower the number of illnesses and infections caused by dangerous microorganisms found in the environment, renovated the front of its downtown property at 1414 Ave. J. The renovations included installing a new sign, replacing garage doors and a damaged awning on the exterior of the building totaling \$61,558 in capital investment.

Lubbock Radio Paging, Inc. (dba Stenocall), a locally owned full-line telecommunications company doing business as Stenocall, repaired damaged awnings on its property at 1515 Ave. J. The company completed repairs that included replacing damaged material to

two awnings on the exterior of the building totaling \$4,735 in expenses.

Owner Mark Martinez converted the property formerly known as the Cactus Courtyard in the Depot Entertainment District into **The Garden** at 1801 Buddy Holly Ave. The scope of work included stucco repair, paint and custom signs totaling \$7,145 in expenses.

Nicky Boatwright, a local defense attorney, renovated the façade and parking lot of her property at 1005 Broadway. The scope of work included brick and mortar repair, painting and repairing the front façade, restriping the parking lot, and replacing damaged curb stops totaling \$5,005 in expenses.

Mc & Mc Properties, the developer of the Pioneer Building at 1204 Broadway, converted the third floor into the **Pioneer Pocket Hotel** featuring 10 guest rooms that can be booked and accessed online. The rooms range from 315 square feet to 820 square feet. The scope of work included structural, plumbing and electrical work totaling \$488,323 in expenses.

Cameron and Rachel West, owners of The West Table Kitchen and Bar inside the Pioneer Building at 1204 Broadway, expanded in the downtown area. The Wests converted the bottom floor of the Pioneer into a brewpub called **The Brewery LBK**. The scope of work included demolition, concrete, structural, plumbing and electrical work totaling \$252,837 in expenses.

LEDA SIGNIFICANT EVENTS AND ACTIVITIES _____



HIGH DEMAND JOB TRAINING GRANTS

Together, the Texas Workforce Commission, Workforce Solutions South Plains, LEDA, Plainview EDC and Levelland EDC granted more than \$300,000 in equipment and supplies to local Career and Technical Education (CTE) programs. These funds will assist Lubbock County school districts in enhancing and maximizing the capacity of their various CTE programs. More than 700 students are expected to benefit.

Later in 2017, Texas Workforce Commission notified the local Workforce Solutions office that additional funds were still remaining after the initial awarding of the High Demand Job Training Grant and invited a second application. LEDA worked with six area school districts, including Idalou, Petersburg, Anton, Brownfield, Plains and Slaton, and discussed the needs of CTE programs. The \$311,000 grant was awarded in August 2018 and will benefit an additional 264 students.



LEDA WORKING WITH BANDERA VENTURES TO CONSTRUCT SPECULATIVE BUILDING

LEDA contacted local and statewide developers to propose a speculative building for construction on Lot 22 at Rail Port just west of the Department of Public Safety. Bandera Ventures, a developer in Dallas, was selected to construct the 161,000-square-foot-facility.

Upon completion in summer of 2019, Bandera will sell or lease the space to a manufacturer or distributor. The facility will be equipped with fiber network, clear height of 32 feet and cross-dock capabilities. To prepare for ease of access, North King Street was extended to the south from Lubbock Boulevard. And, to acquire a tenant upon completion, both Bandera Ventures and LEDA are marketing the space for new business.



LEDA LAUNCHES CORPORATE JOBS COMPONENT OF RETURN2LBK WORKFORCE CAMPAIGN

As part of a comprehensive and coordinated attempt to successfully expand Lubbock's future workforce while developing a talent pipeline for growing local industries, LEDA launched the Return2LBK Workforce Campaign in late 2015 focusing on the IT industry then on healthcare. To capitalize on its success, the team continued the Return2LBK in 2018, focusing their efforts on corporate jobs.

The Return2LBK campaign specifically targets Texas Tech University graduates and former Lubbockites, inviting them to return to Lubbock by showcasing the city's low cost of living, short commute time, appealing work/life balance and available jobs. The campaign takes a unique approach to workforce development by incorporating important messaging about jobs, life in Lubbock and positive city attributes inside human interest stories – told both digitally and in print. These professionals did the very thing LEDA encourages other professionals to do – Come Back. Move Up. Live Better.

Four different print advertorials ran in the Texas Tech Alumni Association's Texas Techsan magazine. Digital ads and video testimonials were specifically targeted on Facebook and LinkedIn. Both print and digital ads encourage the target audience to visit return2lbk.org. Plans to revamp the campaign for 2019 are underway.



SOUTH PLAINS COLLEGE LUBBOCK CAMPUS PLANNED FOR DOWNTOWN IN 2021

With the City of Lubbock transitioning their offices to Citizens Tower in September 2019, South Plains College was approached with an opportunity to place an academic center inside the current city hall. The CH Foundation, South Plains College and LEDA partnered to establish funds for the \$15 million renovation anticipated to begin in 2020. This academic center will allow citizens with limited resources to further their education and obtain skills to enter the workforce; in addition, a partnership was made with Texas Tech University to allow these students an avenue to attend a four-year university. It is anticipated that upon its opening, the campus will bring 2,500 students into downtown each day.



LEDA PARTNERS WITH FRENSHIP ISD TO LAUNCH TEACHER EXTERNSHIP PROGRAM

Earlier this spring, Frenship ISD's Superintendent Dr. Michelle McCord decided to move forward with a teacher externship program. 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 and earn 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. Frenship used funds from a donation made by a private business to support the program. Because

this donation couldn't support all teachers interested in participating, LEDA funded the remaining amount. LEDA also recruited businesses to participate in the program, diversifying the market of interest for the teachers. There are plans to replicate this effort and offer it to other school districts on the South Plains next summer.



2018 TEXAS INDUSTRY PARTNERSHIP GRANT

In February 2017, LEDA and Workforce Solutions partnered with BMATC and the CH Foundation to apply for a Texas Industry Partnership (TIP) Grant. These grants support collaboration between local workforce development boards and industry partners through the leveraging of matching contributions. In April, the \$100,000 grant was awarded and will leverage the \$900,000 of committed funds from the CH Foundation for the Phase II renovations of the BMATC. The amount of match awarded will be used to purchase health sciences equipment and will be used by students working toward Certified Nurses Aid, Patient Care Technician, Phlebotomy, Emergency Medical Technician, and EKG certifications.



LEDA INCREASES SUPPORT FOR TEXAS TECH UNIVERSITY INNOVATION HUB AND RESEARCH PARK

As noted in LEDA's Strategic Plan, partnering with Texas Tech University to further innovation and entrepreneurship in Lubbock is a crucial to ensuring a progressive and dynamic business climate. As such, LEDA committed to a grant of \$1.2 million for the next three years, increasing its commitment from the past three years of \$765,000.

The additional grant funds will continue to support: the Red Raider Startup, a three-day event which facilitates a learning environment for entrepreneurial students; HUB Camp, which educates students in developing a plan for launching a startup; the TTU Accelerator, a one-year program for startup companies; as well as the two-day Spark Conference, which commends and discusses innovation. Among other opportunities, the additional funds support the President's Innovation Awards which awards applicants from Texas Tech University and Texas Tech University Health Sciences funds to move forward in their business plans.

VISIT LUBBOCK AND LUBBOCK SPORTS EVENTS

An array of meeting spaces, West Texas hospitality and an abundance of versatile sporting facilities is what the dedicated Visit Lubbock and Lubbock Sports Teams promote when they work to bring events to the “Hub City.” Every year, convention-goers and sports teams from across the country and around the world travel to Lubbock to attend their events.

A number of groups elected to rebook their event in Lubbock because of the unrivaled service, attention to detail and competitive bid they received from the Visit Lubbock and Lubbock Sports Teams. Because of the events and meetings held in Lubbock, in 2017, more than \$691 was saved per household in property taxes.

VISIT LUBBOCK EVENTS

COMPANY	ROOMS TRACKED	ESTIMATED ATTENDEES	ECONOMIC IMPACT
VATAT	2,960	1,800	\$ 926,184
Region 17 Academy for Teachers of Young Children	710	600	\$ 222,159
Professional Engineers	287	240	\$ 89,802
FAM Tours – Dutch Tour Operators, German Tour Operators, Meeting Planners from MI	51	27	\$ 15,958
All Other Events (190)	30,132	178,456	\$ 9,428,303
TOTAL	34,140	181,123	\$ 10,682,406

LUBBOCK SPORTS EVENTS

GROUP NAME	ROOMS TRACKED	ESTIMATED ATTENDEES	ECONOMIC IMPACT
Team Luke Tennis Classic	1,250	400	\$ 394,254
Women's Bowling	4,885	4,432	\$ 1,528,517
Premier Baseball Sophomore National Championship	6,515	4,000	\$ 938,700
USSSA Goliath 10 GG	4,914	5,647	\$ 1,537,591
All Other Events (225)	135,711	285,868	\$ 43,560,686
TOTAL	153,275	300,347	\$ 47,959,748

VISIT LUBBOCK HIGHLIGHTS

SERVICING



FAM TRIPS

The Visit Lubbock Team hosted three familiarization tours this year for representatives from FTI Touristik in Germany, Tioga Tours in the Netherlands, and DZS Luxury Meetings & Events from Michigan. The purpose of the trip was to share Lubbock's story with the tour operators for the purpose of bringing international tours to the "Hub City." During the visit, the representatives learned about the history and heritage of West Texas as well as our vibrant wine, music and art scenes. The trip tracked 51 rooms for 27 attendees with an economic impact of \$15,958.



VOCATIONAL AGRICULTURE TEACHERS ASSOCIATION OF TEXAS

In July, the Vocational Agriculture Teachers Association of Texas returned to Lubbock and welcomed a record attendance for the annual event. The organization is comprised of agricultural science teachers and supporters who focus on the latest agricultural education and practices, and pursue higher standards of teaching at the state legislature. The record attendance was noted 1,800 attendees with 2,960 rooms tracked and an estimated economic impact of \$926,184.



THE ACADEMY FOR TEACHERS OF YOUNG CHILDREN

For the third consecutive year, Region 17 hosted the Academy for Teachers of Young Children. The event brought in 600 attendees from across the region for educational seminars and group discussions. The conference tracked 710 rooms for an estimated economic impact of \$222,159.



TEXAS SOCIETY OF PROFESSIONAL ENGINEERS

Thanks to Visit Lubbock's reputation for hospitality, the Texas Society of Professional Engineers, an organization dedicated to Texas engineers of all disciplines, hosted its three-day professional conference in the "Hub City" for the first time in June 2018. The event resulted in 287 room nights, 240 attendees and an economic impact of \$89,802.



CONNECT TEXAS

In early November 2018, Visit Lubbock welcomed Connect Texas, an educational, annual conference and tradeshow for meeting and event planners, to the “Hub City.” It was estimated that 235 people attended the event with half of the attendees being meeting planners. The annual conference brought an estimated 600 room nights to Lubbock and an economic impact of \$190,000. This year was the first time event officials hosted Connect Texas outside of the state’s five largest cities.



STATE FIREFIGHTERS' & FIRE MARSHALS' ASSOCIATION OF TEXAS

The State Firefighters' & Fire Marshals' Association (SFFMA) of Texas will return to Lubbock for its 144th Annual SFFMA Training Conference and convention from June 11-16, 2020. The group last met in the “Hub City” in 2014. Due to their great experience, members voted to host the event in Lubbock again because of the quality of facilities and venues available. An estimated 750 people will attend the training accruing 1,300 room nights with an impact of \$406,770 to the Lubbock economy.



NORTH AMERICAN FALCONERS ASSOCIATION

In November 2018, Lubbock will host the North American Falconers Association for its 2018 NAFA Field Meet. The meet is expected to draw an estimated 250 attendees from all over the U.S. as well as Canada and Mexico and bring in a total of 550 room nights and an economic impact of \$172,095.

LUBBOCK SPORTS HIGHLIGHTS

SERVICING



2018 PROFESSIONAL WOMEN'S BOWLING ASSOCIATION STATE TOURNAMENT

For eight consecutive weekends from April 2018 to June 2018, Lubbock Sports hosted some of the state's top bowlers during the 2018 Professional Women's Bowling Association State Tournament. The event drew in 4,885 room nights, 4,432 bowlers, spectators and fans for an estimated economic impact of \$1,528,517.



TEAM LUKE HOPE FOR MINDS TENNIS CLASSIC

In September 2017, Lubbock Sports welcomed the Team Luke Tennis Classic at Texas Tech University's McLeod Tennis Center. Proceeds from this pro-circuit women's tennis event were donated to the Team Luke Foundation which launched in 2017 to aid and provide critical support to families with children who have suffered an anoxic or traumatic brain injury. The event brought in 1,250 room nights, 400 attendees and an estimated economic impact of \$394,254 to the Lubbock economy.



PREMIER BASEBALL SOPHOMORE NATIONAL CHAMPIONSHIP

The "Hub City" hosted 4,000 attendees and athletes for the 2017 Premier Baseball Sophomore National Championship. Premier Baseball is one of the most highly recruited organizations of select baseball programs in North America and brought in 6,515 room nights and an economic impact of \$938,700.



8TH ANNUAL USSSA GOLIATH 10 GG TOURNAMENT

In June, Lubbock hosted the Goliath 10 Game Guarantee for the sixth consecutive year with United States Specialty Sports Association (USSSA) at Lubbock Youth Sports Complex. Teams from Arizona, New Mexico, Colorado, Nebraska, Kansas, as well as within Texas, from the Dallas area and West Texas, traveled to Lubbock to compete. An estimated 5,647 attendees including players, coaches, fans and officials were present for the event. The tournament tracked an estimated 4,914 room nights with an estimated economic impact of \$1,537,591.



2018 UNIVERSITY INTERSCHOLASTIC LEAGUE EVENTS

During the 2017-2018 school year, Lubbock Sports hosted an impressive 41 University Interscholastic League (UIL) events. These events, which range from swim meets to regional track meets and tennis tournaments to football playoffs, brought in 18,963 room nights and 63,397 attendees for an economic impact of \$6,566,832.





2019 PBA LUBBOCK SPORTS OPEN

In January 2019, Lubbock will host the Professional Bowlers Association during the Lubbock Sports Open. This event will be live streamed on the web, and the final days will be aired live on national TV on FS1. This tournament is anticipated to bring in 3,000 show attendees, 160 professional bowlers, 200 pro-am bowlers and an estimated 4,260 room nights for a total economic impact of \$1.3 million.



2021 NJCAA DIVISION I WOMEN'S BASKETBALL NATIONAL CHAMPIONSHIP

Due to the success of hosting the NJCAA Division I Women's Basketball Championship, the NJCAA selected Lubbock as the site for the championship through 2021. Lubbock Sports estimates the event will have an economic impact of \$1.2 million annually, bringing in 2,000 attendees and 4,000 room nights to the "Hub City" each year.



“Lubbock has been a wonderful partner to work with in showing off West Texas to our international visitors. Through Travel Texas, I have personally had the pleasure of sending four familiarization tours to Lubbock, two media fairs and two trade fairs from the Netherlands, Germany, the United Kingdom and New Zealand.”

TOMMY WOODS
*OFFICE OF THE GOVERNOR,
ECONOMIC DEVELOPMENT AND TOURISM*

MARKETING AND COMMUNICATIONS _____

VISIT LUBBOCK WEBSITE	LEDA WEBSITE	RETURN2LBK.ORG
 <p>379,465 TOTAL USERS</p> <p>508,618 TOTAL SESSIONS</p> <p>759,012 TOTAL PAGEVIEWS</p> <p>POPULAR PAGES: EVENTS, ATTRACTIONS, EAT & DRINK <small>AND</small> FOODIE FAVORITES</p> 	 <p>55,686 TOTAL USERS</p> <p>69,255 TOTAL IMPRESSIONS</p> <p>110,771 TOTAL PAGEVIEWS</p> <p>POPULAR PAGES: LOCAL MAJOR EMPLOYERS, <small>AND</small> LOCAL JOB OPPORTUNITIES</p>	 <p>CLICKS TO SITE 4,979 JANUARY-AUGUST 2018</p> <p>518,670 IMPRESSIONS (LINKEDIN SPONSORED CONTENT)</p> <p>506,908 IMPRESSIONS (LINKEDIN ADVERTISING-DISPLAY ADS)</p> <p>27,317 INMAIL MESSAGES SENT (LINKEDIN) <small>*ABOVE 30% OPEN RATE*</small></p>

VISIT LUBBOCK SOCIAL

FACEBOOK

10 MILLION IMPRESSIONS | **48,400** REACTIONS, COMMENTS, SHARES

161,000 VIDEO VIEWS | **125,900** LINK CLICKS

INSTAGRAM

 **16,300** LIKES RECEIVED

859 COMMENTS 

 **8,815** FOLLOWERS
(AS OF 9/1/18) A 16.2% AUDIENCE GROWTH

TWITTER

557,200 IMPRESSIONS | **15,500** TOTAL ENGAGEMENTS

2,482 LINK CLICKS

LEDA SOCIAL

FACEBOOK

12.6 MILLION IMPRESSIONS | **10,300** REACTIONS, COMMENTS, SHARES

53% AUDIENCE GROWTH | **62,600** LINK CLICKS

TWITTER

107,400 IMPRESSIONS

2,659 ENGAGEMENTS

336 LINK CLICKS

LINKEDIN

163,200 IMPRESSIONS | **3,644** TOTAL ENGAGEMENTS

2,509 LINK CLICKS

SOCIAL NUMBERS REFLECT DATA FROM SEPTEMBER 1, 2017 - SEPTEMBER 1, 2018

HONORS, AWARDS AND APPOINTMENTS

ORGANIZATIONAL

**Certificate of
Achievement
for Economic
Excellence
Recognition
from the Texas
Economic
Development
Council (TEDC)**

The LEDA Team was recognized during the 2017 Mid-Year TEDC Conference for their achievement in Economic Excellence for the year 2016. 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 and activities and the organizational effectiveness of the staff. This is the fifth consecutive year that LEDA has been the recipient of the Economic Excellence Recognition.

**2018 Headliner
Award from
the Association
of Women in
Communications**

Earlier this year, the Visit Lubbock Team was honored as a 2018 recipient of The Headliner Award for the Live. Love. Lubbock campaign. This award is presented to people or organizations whose achievements or contributions have received widespread positive recognition through the media.

**Lubbock
Advertising
Federation ADDY
Awards**

The Marketing and Communications Team took home a Gold ADDY for the Tourism Impact video that was produced as a portion of Visit Lubbock's 2017 National Travel & Tourism Week promotions. The team also took home a Gold ADDY as a result of their efforts to promote the annual Live Love Lubbock Luncheon.

**Readers' Choice
Award from
ConventionSouth
Magazine**

In December 2017, Visit Lubbock received ConventionSouth Magazine's coveted Readers' Choice Award. The magazine is the national multimedia resource for planning events in the South and is circulated to more than 18,000 meeting professionals located across the country. This is the third time that Visit Lubbock has received this award.

INDIVIDUAL

Destination International (DI) Sales & Marketing Committee

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

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.

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.

Executive Board for TEDC

Carolyn Rowley, director of business recruitment and innovation for LEDA, was 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.

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.

INDIVIDUAL

TACVB Board of Directors	This year, Amy Zientek served as the 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.
Leadership Texas Class of 2018	Brianna Gerardi, project manager of business recruitment and innovation for LEDA, was 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 2018. 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.
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.
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 Group Sales certification 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.

INDIVIDUAL

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.

Charles Adams Studio Project (CASP) Board of Directors

Brianna Gerardi serves on the Board of Directors for CASP. CASP is a nonprofit arts organization that serves as a cornerstone in the Lubbock Arts District, developing and sustaining a working artist community that actively connects the public with the arts.

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.

Byron Martin Advanced Technology Center Advisory Committee

Brianna Gerardi serves on the Byron Martin Advanced Technology Center Advisory Committee (BMATC). The Byron Martin ATC is an educational venture involving a number of community partners, including Market Lubbock, Inc., South Plains College and Lubbock ISD. The center offers career and technical educational programs and classes for students at the high school level.

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.

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.



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.

An aerial photograph of the Irving city skyline in Texas, featuring various commercial buildings and residential areas under a bright blue sky with scattered white clouds. A large white rectangular box with a dark teal border is superimposed on the upper half of the image, containing a quote and the speaker's name. Large, stylized brown quotation marks are positioned at the top-left and bottom-right corners of the white box.

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.

MAURA GAST

IRVING CONVENTION & VISITORS BUREAU



The Crickets, the Road and the Lubbock Skyline
by Paul Milosevich



1500 Broadway, 6th Floor
Lubbock, Texas 79401

MARKETLUBBOCK.ORG

**LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE
MARKET LUBBOCK, INC.**

Phone 806.749.4500 • Fax 806.749.4501

VISIT LUBBOCK | LUBBOCK SPORTS

Phone 806.747.5232 • Fax 806.747.1419

