



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

MARKET
LUBBOCK

VISIT LUBBOCK

LUBBOCK
SPORTS

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MESSAGE TO OUR STAKEHOLDERS

From the continuation of the Return2LBK marketing campaign to the grand opening of the South Plains College Lubbock Center, the LEDA and Market Lubbock Teams continue to focus on a comprehensive workforce plan.

In a national survey of site selectors, quantity and quality of the workforce remains one of the top reasons for a business to expand or relocate to a city. We are proud to be leading the charge in this arena and have workforce development efforts from high school to junior college to a four-year university and beyond.

Part of growing Lubbock’s workforce means investing in and retaining the students coming out of our area high schools. LEDA has partnered with local companies like X-FAB to host SEMI High Tech U for students interested in STEM careers, as well as with the Lubbock Chamber of Commerce to participate in the YEA! Program, which teaches middle school and high school students the process of starting and launching a business.

We also continued our partnership with the Texas Workforce Commission and Workforce Solutions South Plains to support further high-demand job training in nine of our area school districts. This project facilitates occupational training during the year to prepare high school students to enter the workforce already possessing the skills they need to be successful. To date, 1,096 students have been impacted as a result.

Earlier this year, the LEDA board unanimously voted to grant \$800,000 to the Lubbock Independent School District to assist with renovations and the expansion of its technical programs at the Byron Martin Advanced Technology Center. And as of August 2017, students could enroll in the expanded programs.



That same month, the South Plains College Lubbock Center, located on Avenue Q, officially opened its doors to students. LEDA was fortunate to be a part of a collective group that granted funds to equip Lubbock’s workforce for high-demand jobs in the community. The programming offered at the Lubbock Center includes welding technology, maintenance skills training, construction and nurses aid certifications, as well as a state-of-the-art lab for culinary arts.

We have also seen the continuation of the in-demand customer service representative (CSR) certification at South Plains College (SPC) that was established by LEDA and SPC in 2016. This program not only teaches customer service skills but professional office skills, business computer applications, business math and more.

In addition to these efforts, the Return2LBK marketing campaign relaunched with a focus on bringing highly qualified health care personnel back to Lubbock by showcasing testimonials, available jobs and quality of life comparisons.

This is just the tip of the iceberg when it comes to all the LEDA and Market Lubbock Teams have accomplished this year.

Businesses need talent, and we’re helping invest in that talent for the benefit of our citizens. When the local workforce benefits, business grows. And when business grows, our economy thrives.

I’d like to thank the men and women serving alongside me on the board. It has been inspiring and rewarding to be your chairman for another great year. With all the work that’s been done in 2016-2017 and the projects that continue to develop, it’s clear that the future will be prosperous and bright.

A handwritten signature in black ink, reading "Tim Collins".

TIM COLLINS
CHAIRMAN OF THE BOARD

With a growing city, county and increasing number of annual travelers to Lubbock, our economy remains strong and flourishing. As a result, there has never been a better time to invest in Lubbock; yet, because of the state of our downtown, our business and education community has a challenge recruiting people to move to Lubbock or encouraging graduates to stay. The bottom line is our city is faced with the opportunity and responsibility to create a downtown where people want to live, work and visit.

The infrastructure is already in place for revitalization to take place. When it comes to starting a business or expanding operations, new construction is costly. Thus, we should invest in what we have, utilizing our past for our future. A prosperous downtown will bring more people and businesses to our community. It is important to remember, no matter the industry, the state of our downtown affects everyone in Lubbock.

To spur this revitalization, Market Lubbock created a grant program to assist property owners with the cost of revitalizing existing buildings and building new ones that will encourage new businesses and residents to move downtown.

From 2010 to 2017, downtown has seen 152 projects with a total combined investment of more than \$252 million. Market Lubbock launched the grant program in November 2016, and we now have 48 active prospects looking at making an investment in their downtown property.

A number of small business owners have already utilized the grant program, renovating their building in downtown. Lubbock Radio Paging, Inc., a locally owned full-line telecommunications company doing business as Stenocall, repaired damaged awnings on their property at 1515 Ave. J. And, 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.

In addition, Nicky Boatwright, a local defense attorney, renovated the facade and parking lot of her property at 1005 Broadway. The scope of work included brick and mortar repair, painting and repairing the front facade, re-stripping the parking lot and replacing damaged curb stops.


The face of downtown is changing significantly as construction is underway for the crowning jewel of the Lubbock Cultural District, the Buddy Holly Hall of Performing Arts & Sciences. This \$155 million project truly establishes Lubbock as the Cultural Capital of West Texas. Scheduled to open in 2020, the venue will include the Helen DeVitt Jones Theater with a seating capacity of 2,200 as well as a 6,000-square-foot multipurpose area and more.

In addition, renovations continue on Citizen's Tower, which will house city offices. The building is scheduled to open in 2019.

In closing, a thriving downtown will enable a thriving economy for all of Lubbock. While the pulse of our economy is strong, it is vital that we prepare for our future. We must continue to pursue downtown revitalization efforts to improve the quality of life for our citizens, attract more workforce and visitors to our city and remain competitive for business.

Thank you to our city officials and community leaders for working diligently to make Lubbock an even better place to live and work. Most of all, we are grateful to the citizens of Lubbock for making our city well-known for its friendly atmosphere and can-do attitude.

As always, my door is open to hear any thoughts and suggestions regarding the growth of our city and the revitalization of downtown.



JOHN OSBORNE
PRESIDENT AND CHIEF EXECUTIVE OFFICER



COMPANY PURPOSES

The Lubbock Economic Development Alliance (LEDA), Market Lubbock, Inc., Visit Lubbock and Lubbock Sports work to fulfill the core of their mission of creating economic stimulus to the economy of Lubbock. Each entity works in their specific way to promote Lubbock as an advantageous location that will more than fit the needs of growing businesses, meeting planners, sports planners and leisure travelers.



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

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.

M A R K E T
LUBBOCK

Market Lubbock Economic Development 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

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 benefit our local citizens by reducing their tax burden.

LUBBOCK
S P O R T S

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 benefit our local citizens by reducing their tax burden.

“In the short time I’ve worked with LEDA and Market Lubbock, I’ve been impressed by the team’s commitment to responsible economic growth and development and to providing better opportunities for all citizens. They are forward-thinking in their vision and efforts to develop Lubbock. We are fortunate to have partners that are so dedicated to the success of our community.”

Jarrett Atkinson, City Manager, City of Lubbock

BOARD AND STAFF

BOARD MEMBERS

Mr. Tim Collins	<i>Chairman of the Board, Owner of Collins Tile Company</i>
Mr. Barry Orr	<i>Vice Chairman of the Board, Chairman and CEO of FirstBank & Trust</i>
Mr. Matt Bumstead	<i>President at Nun Ide & CEO in Residence for Lubbock Christian University’s School of Business</i>
Mr. Calvin Davis	<i>District Director of the U.S. Small Business Administration</i>
Mr. Jim Gilbreath	<i>Owner of Gilbreath Property Co., L.C.</i>
Mr. Mark Griffin	<i>President & General Counsel of The Griffin Companies</i>
Ms. Regina Johnston	<i>CPA, Partner at Robison, Johnston & Patton</i>
Ms. SuzAnn Kirby	<i>CPA, CFO for United Supermarkets, LLC</i>
Ms. Kristin Murray	<i>Director of Human Resources for Arbor Hotels</i>
Dr. John Opperman	<i>Vice Chancellor for Academic Affairs for the Texas Tech University System</i>

LEDA AND VISIT LUBBOCK STAFF

Mr. John Osborne	<i>President & Chief Executive Officer</i>
Ms. Jana Johnston	<i>Chief Financial Officer & Chief Operations Officer</i>
Ms. Katy Christy	<i>Accountant, Human Resources Manager</i>
Ms. Holly Russell	<i>Director of Marketing & Communications</i>
Ms. Erin Coldewey	<i>Digital Marketing Manager</i>
Ms. Katherine White	<i>Media Relations & Communications Manager</i>
Mr. Chris Rios	<i>Multimedia Graphic Designer</i>
Mr. Ryan Shelburne	<i>Interactive Marketing Coordinator</i>
Ms. Sarah Monroe	<i>Communications & Marketing Specialist</i>
Ms. Linda Davis	<i>Executive Assistant</i>
Ms. Rosalind Priestley	<i>Administrative Assistant</i>

LEDA STAFF

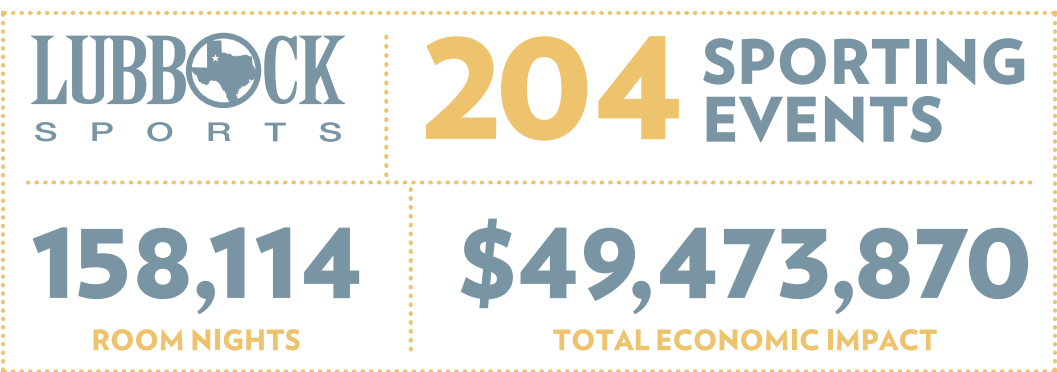
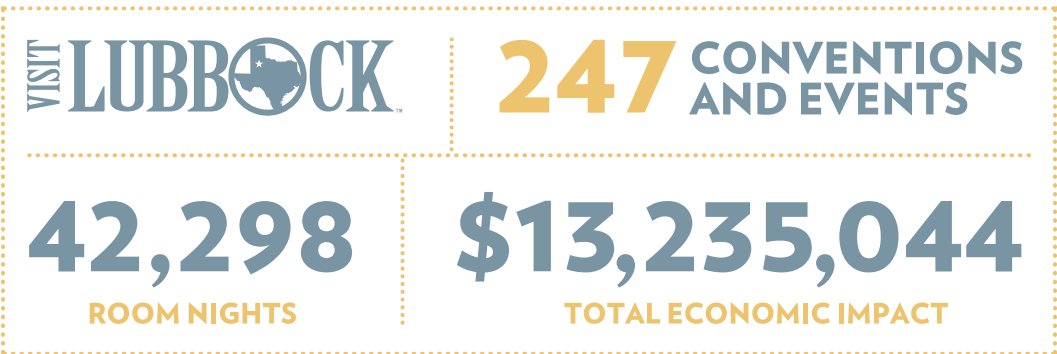
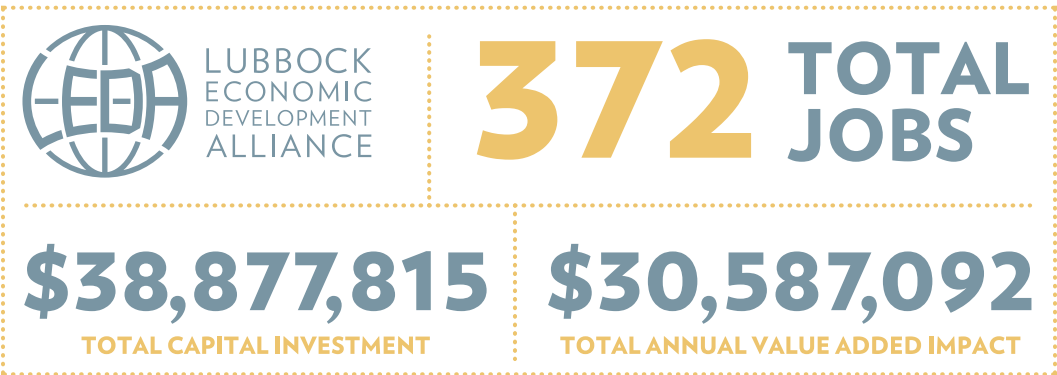
Mr. Kenny McKay	<i>Director of Business Retention</i>
Ms. Christine Allen	<i>Director of Workforce Development & Foreign-Trade Zone 260</i>
Ms. Carolyn Rowley	<i>Director of Recruitment & Innovation</i>
Ms. Brianna Gerardi	<i>Project Manager for Recruitment & Innovation</i>
Ms. Jessica Marlar	<i>Project Manager for Recruitment & Innovation</i>
Mr. Jorge Quirino	<i>Special Projects Coordinator</i>

VISIT LUBBOCK STAFF

Ms. Amy Zientek	<i>Director of Sales</i>
Ms. Lisa Grinstead	<i>Sales Manager</i>
Ms. Tiffany Kennedy	<i>Sales Manager</i>
Ms. Lisa Branson	<i>Sales Manager</i>
Ms. Karri Logan	<i>Services Manager</i>
Ms. Madeline Walker	<i>Sales & Services Coordinator</i>
Mr. Scott Harrison	<i>Sports Director</i>
Mr. Cris Rohrer	<i>Sports Sales Manager</i>

ORGANIZATIONAL IMPACT AND ROI 2016-2017

Welcoming more than 5.96 million visitors, spurring business development as well as expansion, and planning for the future growth of our city, the teams at LEDA, Visit Lubbock and Lubbock Sports have experienced an exciting year. Recruiting new business and partnering with local businesses while increasing meetings, sporting events and leisure travel, collectively make Lubbock one of the top cities for business growth and tourism expansion in Texas.



ANNUAL IMPACT

LEDA/MARKET LUBBOCK, INC. LOCATIONS	2016/17	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Locations	8	155	11.9
Total Jobs*	372	7,765	597.3
Average Number of Jobs/Location	46.5		50.1
Total Capital Investment	\$ 38,877,815	\$ 981,821,550	\$ 75,524,735
Total Incented Annual Wages		\$ 156,509,135	\$ 12,039,164
Average Annual Wage of Incented Jobs**			
Total Annual Value Added Impact***	\$ 30,587,092	\$ 4,949,028	\$ 108,073,002
Average Value Added Impact/Job Created	\$ 82,223		\$ 180,934
Average Value Added Impact/Location	\$ 3,823,387		\$ 9,067,187

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

**No locations received financial incentives in fiscal year 2016-2017.

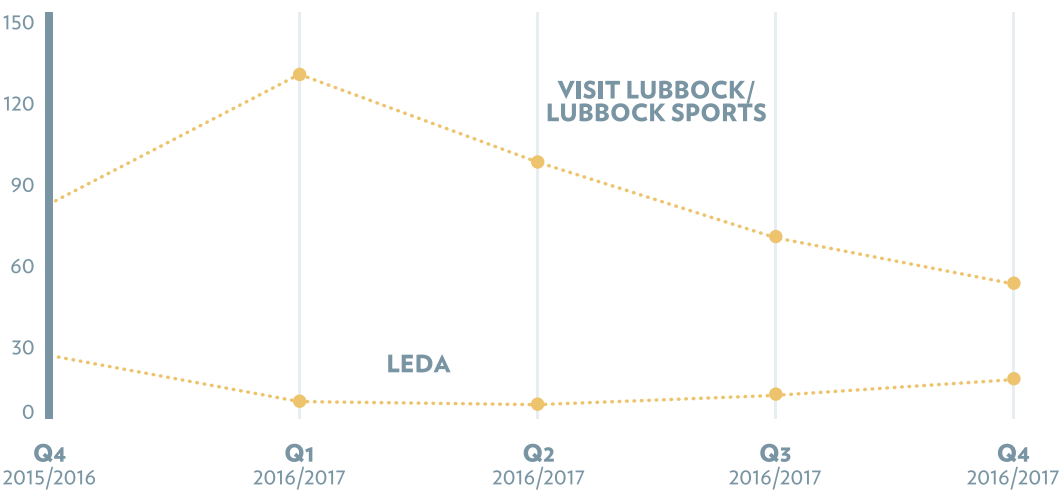
***Value added is the increase in gross area product annually.

VISIT LUBBOCK AND LUBBOCK SPORTS	2016/17	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Conventions and Events	451	5,376	430.7
Total Number of Room Nights	200,412	1,664,476	106,208.7
Average Number of Room Nights/ Convention or Event	444.4		420.7
Total Estimated Attendees	539,959	4,798,318	447,411
Average Number of Attendees/ Convention or Event	1,197.2		1,035.6
Total Economic Impact*	\$ 62,708,914.80	\$ 524,121,983.80	\$ 50,580,001.90
Average Economic Impact/ Convention or Event	\$ 139,044.16		\$ 116,366.08
Average Economic Impact/ Room Night	\$ 312.90		\$ 313.95
Average Economic Impact/ Attendee	\$ 116.14		\$ 112.07
Average Amount of Incentives/ Convention or Event	\$ 1,533.01		\$ 1,438.00
Average Amount of Incentives/ Room Night	\$ 3.45		\$ 4.01
Average Amount of Incentives/ Attendee	\$ 1.28		\$ 1.43
Every \$1 committed to incentives generates an economic impact of	\$ 90.70		\$ 80.15
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock	\$ 651.85	\$ 6,429.71	\$ 566.67

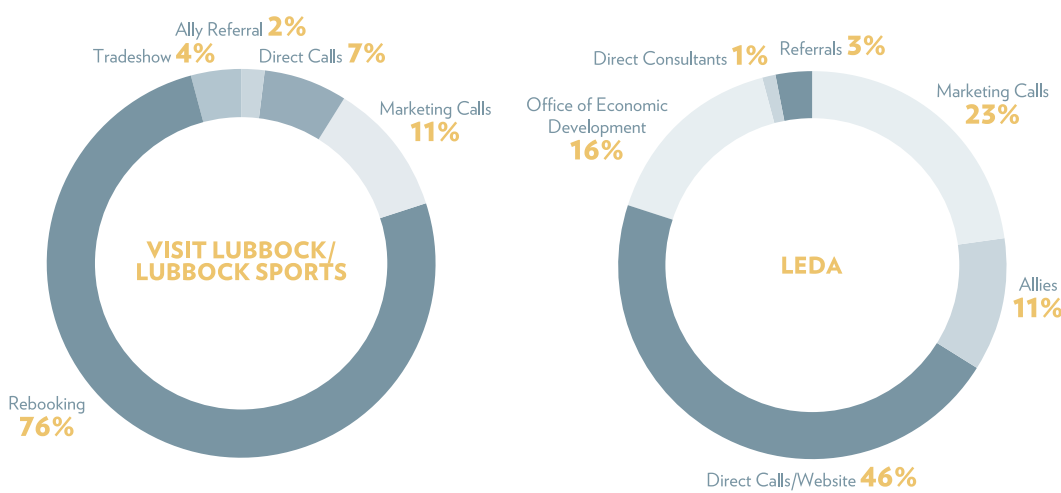
*Includes only direct impact as computed using the 2013 economic impact study by Destination Analysts.

CURRENT PROSPECTS AS OF AUGUST 31, 2017

NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL



VISIT LUBBOCK/LUBBOCK SPORTS	
Ally Referral	5
Direct Calls	22
Marketing Calls	35
Rebooking	234
Tradeshow	11
TOTAL	307

LEDA	
Allies	8
Direct Calls/Website	34
Direct Consultants	1
Marketing Calls	17
Office of Economic Development	12
Referrals	2
TOTAL	74

PROSPECTS BY NAICS* CODE	TOTAL	PERCENT
Crop Production	1	1%
Support Activities for Agriculture and Forestry	1	1%
Food Manufacturing	7	9%
Beverage and Tobacco Product Manufacturing	2	3%
Wood Product Manufacturing	1	1%
Chemical Manufacturing	3	4%
Plastics and Rubber Products Manufacturing	5	7%
Nonmetallic Mineral Product Manufacturing	1	1%
Primary Metal Manufacturing	3	4%
Fabricated Metal Product Manufacturing	1	1%
Machinery Manufacturing	3	4%
Computer and Electronic Product Manufacturing	2	3%
Electrical Equipment, Appliance and Component Manufacturing	1	1%
Transportation Equipment Manufacturing	3	4%
Miscellaneous Manufacturing	4	5%
Merchant Wholesalers, Durable Goods	2	3%
Merchant Wholesalers, Nondurable Goods	2	3%
Warehousing and Storage	6	8%
Publishing Industries (except Internet)	1	1%
Telecommunications	2	3%
Insurance Carriers and Related Activities	1	1%
Professional, Scientific and Technical Services	11	15%
Management of Companies and Enterprises	4	5%
Administrative and Support Services	3	4%
Other	4	5%
GRAND TOTAL	74	

*North American Industry Classification System (NAICS)



PROSPECTS BY MARKET	TOTAL	PERCENT
Association	22	24%
Corporate	17	19%
Education	14	15%
Other	15	16%
Religious	18	20%
Reunion	4	4%
Social or Fraternal	3	3%
GRAND TOTAL	93	



PROSPECTS BY SPORT	TOTAL	PERCENT
Baseball	15	7%
Basketball	28	13%
Combat	8	4%
Golf	12	6%
Other	42	19%
Rodeo	21	10%
Running	30	14%
Softball	33	15%
Swim/Dive	15	7%
Volleyball	13	6%
GRAND TOTAL	217	

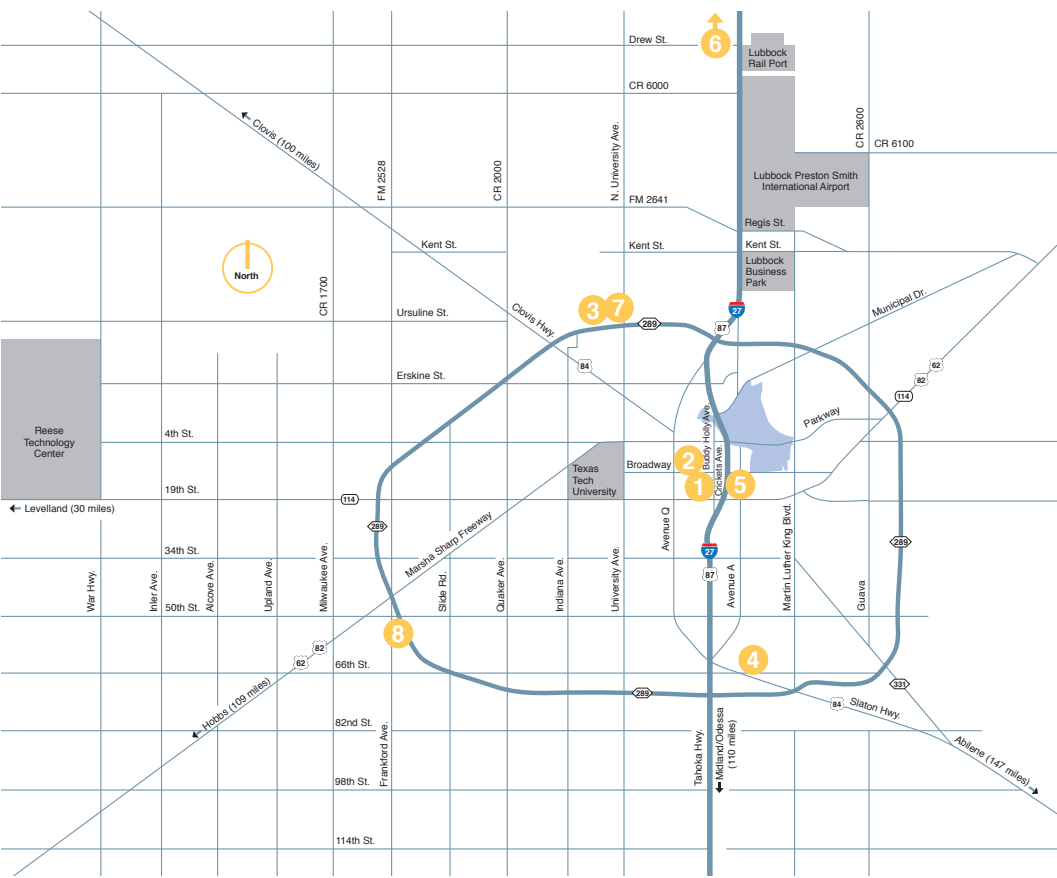


LEDA LOCATION ANNOUNCEMENTS

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	RAW Oil & Gas, Inc.		\$	266,558	
2	RTGS Broadway Development		\$	604,257	
3	X-FAB	50	\$	30,000,000	\$ 7,554,070
4	SunGold Foods, Inc	7	\$	1,100,000	\$ 848,290
5	New Country Organics	16	\$	1,182,000	\$ 2,247,152
6	Standard Structures, Inc.	25	\$	5,700,000	\$ 5,369,514
7	AT&T	264			\$ 13,651,864
8	Bahama Buck’s	10	\$	25,000	\$ 916,202
		372	\$	38,877,815	\$ 30,587,092

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





Throughout history, the most vibrant communities have been ones that have healthy and active downtowns. If you look back through our history, this is true of Lubbock. There was a time that downtown was bustling with people who were shopping, eating and spending their weekends downtown. We have a long way to go, but anyone who has been watching can see that our wonderful downtown is making a comeback. **Market Lubbock is playing an integral role in encouraging business owners to invest in downtown Lubbock by offering support through their downtown grant program.** Before we know it, the streets will be filled with people enjoying all that downtown has to offer - just like the days of old.

Kade Wilcox
CEO,
Primitive Social

LEDA STRATEGIC PLAN UPDATE

LEDA's 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 2016-2017.

COMPANY MEETINGS

LEDA'S RETENTION, WORKFORCE
AND RECRUITMENT TEAMS MET WITH

1,900

BUSINESSES LOCALLY, NATIONALLY AND
INTERNATIONALLY IN PAST FISCAL YEAR

COMPREHENSIVE WORKFORCE PLAN

SOUTH PLAINS COLLEGE
LUBBOCK CAMPUS

\$9.9 MILLION

MULTI-PHASE PROJECT
OPENED AUGUST 2017

SOUTH PLAINS HIGH DEMAND
JOB TRAINING PROJECT

\$235,000

OCCUPATIONAL TRAINING GRANT

9 SCHOOL DISTRICTS

1,096 STUDENTS
BENEFIT
ANNUALLY

RETURN2LBK

MARKETING CAMPAIGN INVITING
TEXAS TECH ALUMNI & FORMER
LUBBOCKITES TO RETURN2LBK

INDUSTRY FOCUS:
HEALTH CARE

FACEBOOK ADVERTISING REACHED
392,099 PEOPLE

VIDEO TESTIMONIALS HAD
314,489 VIEWS

DOWNTOWN REVITALIZATION

SINCE 2010, MORE THAN

\$252.6 MILLION

INVESTED IN DOWNTOWN
REDEVELOPMENT PROJECTS

152

PROJECTS INITIATED IN DOWNTOWN

MARKET LUBBOCK, INC. LAUNCHED
DOWNTOWN
GRANT PROGRAM
IN NOVEMBER 2016. THIS INCLUDES:

48 ACTIVE
PROJECTS

4 COMPLETED
PROJECTS

INVESTMENT BY
MARKET LUBBOCK :

\$114,450*

TOTAL PRIVATE INVESTMENT:

\$937,108*

*AS OF AUGUST 31, 2017

INNOVATION AND ENTREPRENEURSHIP

PARTNERSHIP WITH TEXAS TECH UNIVERSITY INNOVATION HUB AND RESEARCH PARK

3-YEAR GRANT TOTALING

 **\$765,000** 

..... HELPED TO FUND:

4 PROGRAMS (2015) **11** PROGRAMS (2016) **15** PROGRAMS (2017)

..... HIGHLIGHTS:

INAUGURAL SPARK CONFERENCE
HELD APRIL 27-28, 2017

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

350 REGISTERED PARTICIPANTS


————— OVER —————

\$235,000
IN FUNDING DISTRIBUTED TO TEAMS

TEXAS TECH UNIVERSITY ACCELERATOR

DESIGNED TO ASSIST FACULTY,
STUDENTS AND ENTREPRENEURS
LAUNCH STARTUP COMPANIES

TOP 7 STARTUP COMPANIES AWARDED:

\$25,000 EACH	HUB SPACE FOR ONE YEAR
ADVANCED HUB CAMP PROGRAM	MENTORING FROM TOP LEADERS & BUSINESSMEN



TRADESHOWS

PACK EXPO • SELECTUSA • PROFOOD TECH • MRO AMERICAS
FOOD PROCESSING EXPO • AWEA WIND PROJECT O&M
NATIONAL FARM MACHINERY SHOW • INSTITUTE FOR FOOD TECHNOLOGY

LEDA LOCATION HIGHLIGHTS

FOUR BUSINESSES SUCCESSFULLY TAKE PART IN MARKET LUBBOCK DOWNTOWN GRANT PROGRAM

As a part of Market Lubbock’s downtown grant program, four businesses have received assistance for renovations and construction to their property in downtown Lubbock.

In August 2017, RTGS Broadway Development converted the second-floor courtroom in the old Lubbock federal building into a living space and built multiple new offices on the basement level at the property located at 800 Broadway. The scope of work included remodeling the second-floor courtroom and converting it into an apartment, as well as converting the basement into four offices with total rentable square footage of 6,513. The total capital investment was \$604,257.

In July 2017, 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.

In July 2017, Infection Controls, Inc., a business that 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 their 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.

In May 2017, Lubbock Radio Paging, Inc., a locally owned full-line telecommunications company doing business as Stenocall, repaired damaged awnings on their 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.





NEW COUNTRY ORGANICS SET TO BEGIN MANUFACTURING ORGANIC FEED IN LUBBOCK

New Country Organics, a Virginia-based company that distributes organic feed for animals, is expanding its operations to now include the manufacturing of organic feed. Since fall 2016, the company has distributed its organic feed from the “Hub City” to eastern and western portions of the United States. In order to begin manufacturing the product, New Country Organics refurbished its current location to meet organic production standards. In late 2017, the company will officially begin manufacturing 160 different types of organic feed. Once fully operational, this expansion will create 16 new jobs with a capital investment of \$1,182,000 and will have an annual value added impact of \$2,247,152 for Lubbock.



SUNGOLD FOODS EXPANDS PROJECT TO INCLUDE THE PRODUCTION OF KERNELS & NUTMEAT

In January 2017, SunGold Foods, Inc. announced plans to expand its current operations. In addition to roasting in-shell sunflower seeds, the company is now producing oil-roasted sunflower kernels and nutmeat for the snack food industry. The expansion resulted in a capital investment of \$1.1 million, with the addition of seven new jobs and a value added impact of \$848,290 annually.



X-FAB UPGRADES TO PROCESS SILICONE CARBIDE WAFERS IN THE “HUB CITY”

X-FAB produces semiconductor chips which are used in electronics and require a process called wafer fabrication. In an effort to maintain its position in the marketplace and achieve additional growth, X-FAB invested in equipment which now allows them to process Silicon Carbide Wafers. Lubbock is one of six locations in the world to now produce the 6-inch Silicone Carbide Wafer. The advantage of the efficiency seen through Silicon Carbide Wafers is significant in the context of application for wind turbines and rail power. The company made a capital investment of \$30 million to adapt its production to manufacture high-efficiency electrical power via Wide BandGap materials such as the Silicone Carbide Wafers. By 2020, X-FAB expects at least 50 percent of its revenue and employment opportunities to come from Wide BandGap materials. The upgrade will create 50 new jobs and have a value added impact of \$7,554,070.

“The team at LEDA has been proactive in working to understand our business needs and finding ways to assist us in achieving them. They have helped to lobby local officials for items that are not only important to X-FAB, but the Lubbock business and manufacturing community as a whole. LEDA has been a great help in relations with the State of Texas, and the team has used very innovative approaches in assisting X-FAB and our customers.”

Lloyd Whetzel, President & CEO, X-FAB Texas

LEDA SIGNIFICANT EVENTS AND ACTIVITIES



SOUTH PLAINS COLLEGE LUBBOCK CENTER CELEBRATES GRAND OPENING

In August 2017, the South Plains College (SPC) Lubbock Center proudly opened its doors and welcomed students to the newly renovated 70,000-square-foot facility, located at 3907 Ave. Q. The Lubbock Center was made possible thanks to a partnership between LEDA, the CH Foundation and The Helen Jones Foundation, which granted funds to make the campus a reality. The new programming offered at the Lubbock Center includes welding technology, maintenance skills training, construction and nurses aid certifications, as well as a state-of-the-art lab for culinary arts. The Lubbock Campus has seen a 54 percent increase in enrollment since moving to the new location. This project was part of a joint venture with SPC to expand and equip the workforce for high-demand jobs in the Lubbock community.



MARKET LUBBOCK, INC. DEVELOPS GRANT PROGRAM TO REVITALIZE DOWNTOWN

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: facade and permittable grants. The facade grant focuses on the outside appearance of a building. This grant covers 50 percent of the expenses up to \$25,000. The second type of grant is a permittable project that includes improvements to the property that require a city permit. This grant will cover 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.



LEDA LAUNCHES HEALTH CARE 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 to highlight job opportunities in the IT field. To capitalize on its success, the team continued the Return2LBK campaign in 2017, focusing their efforts on the health care field.



The Return2LBK campaign specifically targets Texas Tech 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 – health care professionals who have done the very thing LEDA is encouraging other professionals to do – “Come Back. Move Up. Live Better.”



Four different print advertorials ran from January–August 2017 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. For marketing results, see page 24. Plans to expand the Return2LBK campaign in 2018 are already underway.



SOUTH PLAINS HIGH DEMAND JOB TRAINING PROJECT (III)

From 2016-2017, LEDA, Workforce Solutions South Plains and the Texas Workforce Commission (TWC) granted nine area school districts a total of \$235,000 to assist in enhancing and maximizing the capacity of various Career and Technical Education (CTE) programs.

This effort was made possible because of the partnership between LEDA, Workforce Solutions South Plains and the Plainview Economic Development Corporation. LEDA committed \$125,000 in workforce development funding for this project, the Plainview EDC contributed \$10,000 and Workforce Solutions received a grant from the Texas Workforce Commission of \$100,000 in matching funds.

The South Plains High Demand Job Training Project facilitates occupational training at the secondary level during the school year to prepare high school students for high-demand occupations. To date, the project has educated a total of 1,096 students.

LEDA GRANTS LISD FUNDS FOR RENOVATIONS TO THE BYRON MARTIN ADVANCED TECHNOLOGY CENTER



One of LEDA's primary goals, outlined in its strategic plan, is to grow the city's workforce and retain students. In March 2017, the LEDA Board voted unanimously to grant \$800,000 to the Lubbock Independent School District (LISD) to assist with renovations at the Byron Martin Advanced Technology Center (ATC), as well as in the expansion of its technical programs. As of August 2017, students could enroll in the expanded programs, which include welding technology, culinary arts, law enforcement and a new floral design lab.

“Lubbock ISD is preparing students with advanced technical skills to meet the existing needs of the local business community. Our students are earning business-recognized certifications, making them ready for the workforce the day they graduate. The LEDA grant has expanded our capacity at the Byron Martin Advanced Technology Center (ATC) by increasing current opportunities and opening the door for new career pathways.

LEDA's support has already doubled the number of students served in our certified welding program, which is a high-demand occupation in our area. From the inception of the ATC 20 years ago, the partnership with LEDA/Market Lubbock has been integral to its success.”

Laura Vinson, President, Lubbock ISD Board of Trustees

LEDA SIGNIFICANT EVENTS AND ACTIVITIES (CONT.)



LEDA CONTINUES PARTNERSHIP WITH TEXAS TECH UNIVERSITY INNOVATION HUB AND RESEARCH PARK

In conjunction with LEDA’s strategic plan and Texas Tech University’s commitment to advancement in innovation and entrepreneurship, LEDA continued its partnership with the Texas Tech University Innovation Hub and Research Park with a grant of \$765,000, being allocated over a 3-year period.

The grant funds programming focused on providing opportunities for students and Lubbock citizens to learn about entrepreneurship alongside mentors. In its first year, four programs benefited from the grant. As the project gained momentum, an additional 11 programs were added in 2016-2017. The third and final year will benefit those same 15 programs, the launch of the Presidential Commercialization Awards, the TTU Accelerator (a 1-year program for startup companies), as well as allocations to the Spark Conference, a 2-day conference celebrating innovation. This support has strengthened Lubbock’s entrepreneurship and innovation efforts.



MONSANTO’S COTTON SEED PROCESSING FACILITY TO BE COMPLETE IN 2018

After breaking ground in March 2016, progress continues to be made on Monsanto’s state-of-the-art, 500,000-square-foot cotton seed processing facility. Offices for the facility opened in August 2017, and the project is expected to be complete by June 2018. The only one of its kind, this facility will become the national hub for all cotton seed processing operations, solidifying Lubbock as the cotton capital of the world.



HAMPTON FARMS NOW OPEN

Hampton Farms, a family company of Severn Peanut Company and Meherrin Agriculture, expanded its operations by opening a new food processing facility in Lubbock in June 2017. The business, located at the Lubbock Rail Port, currently produces almond butter.

The expansion created 80 new jobs, and the company made an initial \$8.75 million capital investment. Now fully operational, the company is anticipated to produce an estimated annual payroll of \$2.9 million.



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

LEDA HOSTS FAMILIARIZATION TOUR FOR SEVEN SITE SELECTORS

In October 2016, seven site selectors traveled to Lubbock for a familiarization tour. Hosted by the LEDA Recruitment & Innovation Team, the tour highlighted available real estate options, Texas Tech University’s Innovation Hub and Research Park and included meetings with Lubbock Mayor Dan Pope, Texas Tech University System Chancellor Robert Duncan, city council members and members of LEDA’s board of directors.

As a result of the tour, the site selectors said Lubbock will remain top-of-mind should a client be a good fit for the city. The recruitment team is anticipating hosting another tour in fiscal year 2017-2018.

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 recruit 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 events 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 hosted in Lubbock, in 2016, more than \$652 was saved per household in property taxes.

VISIT LUBBOCK EVENTS

GROUP NAME/EVENT	ROOMS TRACKED	ESTIMATED ATTENDEES	ECONOMIC IMPACT	
2017 Academy for Teachers of Young Children	257	800	\$	187,740
American Akaushi Association Convention	240	200	\$	85,734
American Music Tours Music-Themed Group Tour From Germany	23	45	\$	7,822
Texas Destination Imagination Affiliate Tournament	4,036	8,000	\$	1,662,124
Texas State Chapter PEO Sisterhood Annual Convention	716	800	\$	180,544
Texas Transit Association Conference & Expo	554	250	\$	234,675
West Texas County Judges and Commissioners Association 88th Annual Conference	781	350	\$	336,054
All Other Events (240)	35,691	238,826	\$	10,540,351
Total	42,298	249,271	\$	13,235,044

LUBBOCK SPORTS EVENTS

SPORTING EVENTS SERVICED	ROOMS TRACKED	ESTIMATED ATTENDEES	ECONOMIC IMPACT	
V Tool West Baseball Tournament	1,357	2,327	\$	424,605
Big 12 Men’s & Women’s Cross Country Championship	450	1,500	\$	140,805
NCAA Lubbock Regional Women’s Golf Tournament	1,250	1,000	\$	391,125
NIRSA Soccer Regional Tournament	450	850	\$	140,805
Professional Bowlers Association’s Xtra Frame Lubbock Sports Southwest Open	1,875	1,235	\$	586,687
United States Tennis Association Women’s Tennis Tournament	1,250	680	\$	391,125
West Texas All-Star Softball Tournament	4,608	6,152	\$	1,441,843
Wushu National Team Trials	1,756	1,008	\$	549,452
All Other Events (196)	145,118	275,936	\$	45,407,423
Total	158,114	290,688	\$	49,473,870

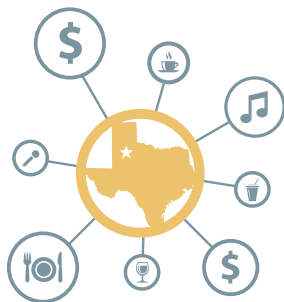
VISIT LUBBOCK HIGHLIGHTS

SERVICING



AMERICAN MUSIC TOURS

In April 2017, 45 tourists traveled from Germany to Lubbock with German-based American Music Tours to participate in The Great Texas Music Tour. The business added Lubbock to their itinerary because of the many requests of their travelers to learn about the life and career of Buddy Holly. The visit brought in 23 room nights and had an economic impact of \$7,822 for the local economy.



LUBBOCK'S ENTERTAINMENT & FOOD SCENE

In fiscal year 2016-2017, Lubbock's economy benefited from numerous large-scale events and restaurant openings. In spring 2017, Garth Brooks sold out five concerts in the "Hub City." While Visit Lubbock was only able to officially track 194 room nights with an estimated economic impact of \$52,567, hoteliers reported they were completely sold out while Garth jammed away in Lubbock. Along with entertainment, the city's restaurant scene continued to grow with numerous restaurant additions to the West End shopping center. Bone Daddy's hosted its training session in September 2016 with an estimated economic impact of \$96,999 and 900 room nights. In October 2016, Walk-On's Bistreaux & Bar hosted its training, which resulted in 672 room nights and an estimated economic impact of \$193,998. Also in October, Panera Bread brought in 489 room nights for its training session with an estimated economic impact of \$173,659.



TEXAS DESTINATION IMAGINATION AFFILIATE TOURNAMENT

In April 2017, Visit Lubbock hosted the Texas Destination Imagination Affiliate Tournament for the third time with 3,400 innovative students competing in technical, fine arts and engineering challenges. The tournament brought in elementary and secondary age students from across the Lone Star State to practice creative and critical thinking skills. With 4,036 room nights, the event accounted for an estimated economic impact of over \$1.6 million.

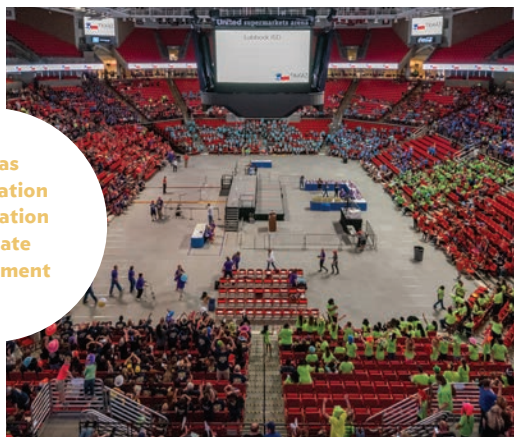


THE ACADEMY FOR TEACHERS OF YOUNG CHILDREN

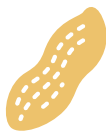
More than 450 pre-kindergarten, special education, paraprofessional teachers, child care providers and administrators from Wichita Falls, Abilene, San Angelo and El Paso came to Lubbock for the 2017 Academy for Teachers of Young Children, a four-day event focused on broadening understanding of early childhood development. This event brought in 257 room nights and had an economic impact of \$187,740. The event will be hosted in the "Hub City" again in 2018.



Texas
Destination
Imagination
Affiliate
Tournament



SALES



MEXICAN PEANUT MANUFACTURERS TOUR

In October 2017, Mexican food manufacturer representatives traveled to Lubbock for the Texas Peanut Producers Board's annual fall tour. The purpose of the tour was to provide the manufacturers with insight on how and where the peanuts they purchase are grown, harvested and shelled. The event brought a total of 45 people, resulting in 135 room nights and an economic impact of \$42,241.



**SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS
REGION 5 CONFERENCE**

In April 2017, the Society of Hispanic Professional Engineers hosted their regional conference in Lubbock. The organization encourages student chapters to develop and improve their pre-college outreach programs through increased knowledge about organizational, managerial and technical skills. The event brought in 250 attendees, which resulted in 194 room nights and an economic impact of \$52,567.



**TEXAS A&M AGRILIFE EXTENSION SERVICE
TAE-4HA ANNUAL CONFERENCE**

In August 2017, the Texas A&M Agrilife Extension Service held their TAE-4HA Annual Conference in Lubbock bringing 125 attendees from across the state. The Texas A&M Agrilife Extension Service delivers research-based educational programs and solutions for all Texans. The event resulted in 140 room nights and \$43,806 in economic impact.



TEXAS SOCIETY OF PROFESSIONAL ENGINEERS CONFERENCE

Thanks to Visit Lubbock's reputation for hospitality, the Texas Society of Professional Engineers, an organization dedicated to Texas engineers of all disciplines, will host their 3-day professional conference for the first time in the "Hub City" in June 2018. This event is anticipated to draw 240 attendees from across the state, 258 room nights and have an estimated economic impact of \$80,278.

“We were a group of Buddy Holly fans from Germany, Switzerland and Austria. **The Visit Lubbock Team planned our complete visit to Lubbock. They helped provide a Buddy Holly city tour, brochures and tour guides on the bus. If you're considering hosting an event in Lubbock, contact Visit Lubbock.**”

Werner H. Michels, Owner, American Music Tours

“Lubbock is a perfect place for a Destination Imagination Tournament. **The people of Lubbock are friendly and welcoming, and the city provides many entertainment and dining experiences.**”

Sue Shanks, State Affiliate Director, Destination Imagination

LUBBOCK SPORTS HIGHLIGHTS

SERVICING



V TOOL WEST BASEBALL TOURNAMENT

At the end of June and beginning of July 2017, the V Tool West Baseball Tournament played in the “Hub City” for the first time. The tournament welcomed 35 baseball teams with 28 of those teams traveling from outside of Lubbock. The owner of V Tool West noted he enjoyed hosting this tournament in Lubbock because of the quality of the facilities, the hospitality of Lubbockites and proximity to the collegiate experience. The players competed on a variety of fields from Moegle and Westerner Field at Lubbock Christian University to the championship game at Texas Tech University’s Dan Law Field at Rip Griffin Park. Four hundred and sixty players and 150 coaches and recruiters traveled to Lubbock bringing in 1,357 room nights with an estimated economic impact of \$424,605.



PROFESSIONAL BOWLERS ASSOCIATION’S XTRA FRAME LUBBOCK SPORTS SOUTHWEST OPEN

For the first time, Lubbock welcomed 150 professional bowlers from around the world to compete in the Professional Bowlers Association’s Xtra Frame Lubbock Sports Southwest Open in June 2017. South Plains Lanes garnered enough support to add Lubbock to this year’s tour from the funds raised and attention provided to the tournament. The event brought people from eight countries and 17 states who played during the 3-day period, bringing in 1,875 room nights and an estimated economic impact of \$586,687.



WEST TEXAS ALL-STAR SOFTBALL TOURNAMENT

With nearly 1,200 athletes and close to 5,000 spectators, the West Texas All-Star Softball Tournament brought in players from Carlsbad, San Angelo, Amarillo and Alpine. This year was the fourth time the softball tournament was hosted in Lubbock. The event resulted in approximately 4,608 room nights with an estimated economic impact of \$1.44 million for the local economy.



WUSHU NATIONAL TEAM TRIALS

Practicing a form of Chinese martial arts, nearly 400 athletes from 19 states visited Lubbock for the Wushu National Team Trials in July 2017. The event was previously hosted in the “Hub City;” however, this year was the first time all team trial events competed in Texas. The U.S. National Wushu Taolu Team was selected from the top 24 athletes. The national team competed in the 14th World Championships in Kazan, Russia. The committee chair noted Lubbock was chosen because last year’s Pan American Championship was a success. He also noted the variety of hotel choices and hospitality as reasons for choosing Lubbock. The Wushu National Team Trials resulted in 1,756 room nights and an estimated economic impact of \$549,452.



V Tool West
Baseball Tournament

West Texas All-Star
Softball Tournament



SALES



2017 SURVA VOLLEYBALL TOURNAMENT

In March 2017, the Lubbock Sports Team hosted Next Level Volleyball Club’s 2017 SURVA Volleyball Tournament once again. During the 3-day competition, junior athletes from all over the state came to compete, bringing with them 4,500 attendees, 3,450 room nights and an estimated economic impact of \$1.3 million to the Lubbock community.



NCAA REGIONAL EVENTS

Thanks to Lubbock Sports’ competitive bids, unmatched hospitality and the success of Texas Tech Athletics, the Lubbock Sports Team hosted several regional events in partnership with Texas Tech University. In May 2017, Lubbock hosted 1,000 attendees and athletes from schools all over the country for the 2017 NCAA Lubbock Regional Women’s Golf Tournament to test their skills on Texas Tech University’s The Rawls Course. The 4-day event resulted in 1,250 room nights and \$391,125 in estimated economic impact for the Lubbock community.



During the same month, Lubbock Sports hosted the first and second rounds of the 2017 NCAA Women’s Tennis Championships at McLeod Tennis Center for the second consecutive year. The event brought in 580 room nights, 505 attendees and \$181,482 in estimated economic impact.



In June 2017, Lubbock was selected as one of 16 campus sites to host the 2017 NCAA Division I Baseball Regionals for the fifth time. This 4-day event garnered 2,875 room nights, 5,171 attendees and an economic impact of \$899,000 for the Lubbock community.



NJCAA DIVISION I WOMEN’S BASKETBALL CHAMPIONSHIP

The “Hub City” proudly welcomed over 2,000 attendees and athletes for the 2017 National Junior College Athletic Association’s (NJCAA) Division I Women’s Basketball Championship for the second year. This 6-day event resulted in 4,201 room nights and an estimated economic impact of \$1.3 million. Thanks to its success, NJCAA recommitted to hosting the championship in Lubbock for the next three years.



“The West Texas All-Star Softball Tournament was a tremendous success! It was awesome hosting teams from the surrounding communities, and Lubbock was a great host! **I can’t say enough about the Lubbock Sports Team; they went above and beyond. I hope to have the opportunity to work with them again in the near future.**”

*Jeff Lansdell, President,
South Plains Girls FastPitch*



MARKETING AND COMMUNICATIONS

LEDA MARKETING

Return2LBK Workforce Campaign

In 2017, the LEDA Team built on the success of Return2LBK, a strategic marketing effort centered on workforce development, and added a health care focus to the campaign. For a comprehensive overview, see page 16. Marketing components included updates to return2lbk.org, advertorials in the *Texas Techsan* magazine, as well as video testimonials and digital ads on Facebook and LinkedIn.



Digital

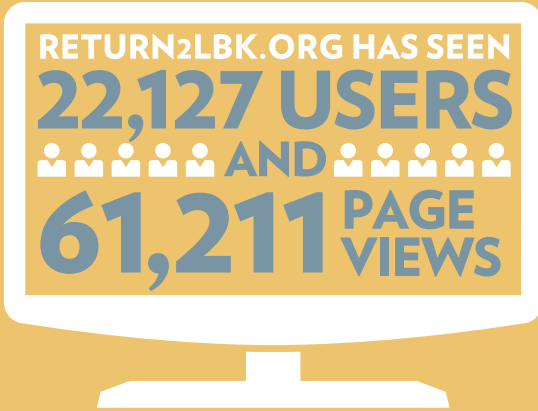
Over the past year, tens of thousands of page views were logged on the LEDA website by users all over the United States and around the world. The most viewed web pages included Starting Your Business in Lubbock, Workforce and the Incentives Program.




Social

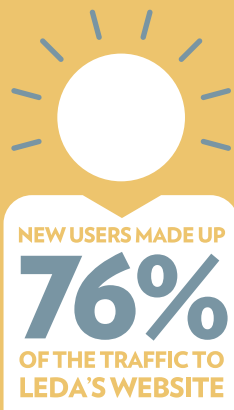
LEDA has continued to see significant growth across all social media platforms, including Facebook, Twitter and LinkedIn as the Marketing and Communications Team has increased their social media efforts, focusing on the incorporation of more digital components, live streaming and native video content.



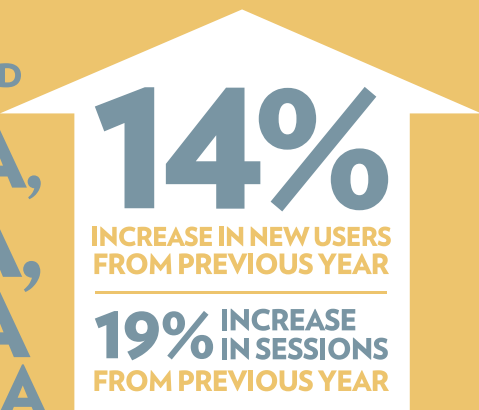


FACEBOOK VIDEO ADS HAD
314,489 VIEWS
FACEBOOK ADS HAD
352,203 ENGAGEMENTS


LINKEDIN INMAIL HAD
56% AND 10%
OPEN RATE CLICK-THRU RATE




USERS FROM AROUND
THE WORLD INCLUDING
**CANADA,
CHINA,
INDIA
& RUSSIA**



 **4,709,079 IMPRESSIONS**



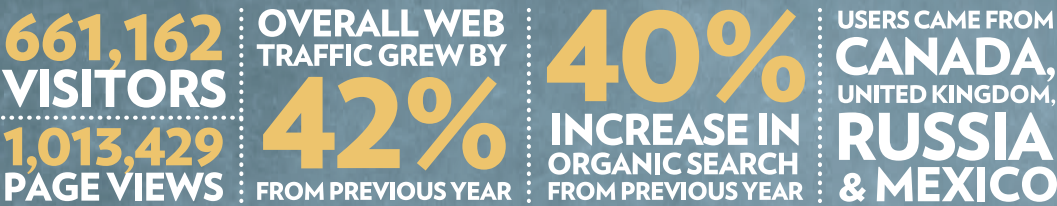
33,726
LINK'CLICKS

150% INCREASE IN POST
ENGAGEMENTS
FROM PREVIOUS YEAR

MARKETING AND COMMUNICATIONS

VISIT LUBBOCK MARKETING

Digital

The Visit Lubbock website continues to see hundreds of thousands of visitors each year. The most-viewed web pages included Events, Attractions, Nightlife and Eat & Drink. Here is a glance at the website's performance in 2016-2017:



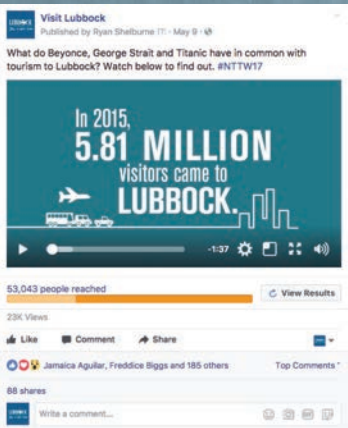
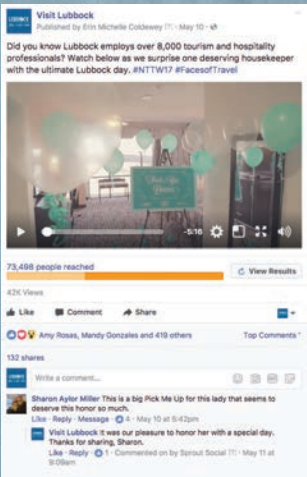
Social Media

Social media continues to be an integral part of Visit Lubbock's marketing efforts. This year, an emphasis was placed on the creation and implementation of video content across all platforms, as well as live video content on Facebook and Instagram. As in years past, the team continues to see increases in reach as well as engagement. Below are a few highlights from 2016-2017:



National Travel & Tourism Week 2017 (numbers reflect data from May 7-14, 2017)

Every year, Visit Lubbock celebrates National Travel & Tourism Week, America’s annual salute to the travel and tourism industry, through a marketing campaign strategically targeted to Lubbock residents. Capitalizing on the success of the 2016 campaign, the Visit Lubbock Marketing & Communications Team shared the importance of tourism through a series of videos promoted solely on Facebook and Twitter. Showcasing everything from impact numbers to the perfect Lubbock day to a series of lighthearted “mean tweets,” the videos were uploaded natively to the Visit Lubbock Facebook page and boosted a day later to Lubbock locals. In one week’s time, the videos saw a combined result of:



Public Relations

Visit Lubbock hosted a total of 37 travel writers over the course of two press trips held in September 2016 and June 2017. To date, 55 articles have been published with a potential reach of 259,348,804 consumers. While in Lubbock, the journalists experienced firsthand the “Hub City’s” art, music, history, wine and West Texas hospitality. Lubbock has received coverage in The Dallas Morning News, the Toronto Star, AARP Online, USA Today’s 10 Best and Travelocity, just to name a few. In September 2017, Visit Lubbock hosted another press trip for 15 travel writers who write for publications such as AAA World, The World Journal and Wine Enthusiast magazine.



HONORS, AWARDS AND APPOINTMENTS

ORGANIZATIONAL

International Economic Development Council (IEDC) Excellence in Economic Development Awards	The IEDC recently presented the LEDA Team with a Gold Excellence in Economic Development Award for the 2015-2016 Year in Review piece. The team also received two Silver Excellence in Economic Development Awards for General Purpose Print Promotion and Video/Multimedia Promotion, as well as a Bronze Award for Paid Ad Campaign. In addition, the LEDA Team received a Silver Award for the South Plains College Lubbock Center project. IEDC is the world's largest nonprofit, non-partisan organization serving the economic development profession.
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 Certificate of Achievement for Economic Excellence.
Champion of Economic Impact in Sports Tourism by Sports Destination Management Magazine	In late 2016, <i>Sports Destination Management Magazine</i> recognized Lubbock Sports as a Champion of Economic Impact. The Lubbock Sports Team was honored for their efforts in recruiting and hosting the NJCAA Division I Women's Basketball Championship, which was held in Lubbock in March 2016 and again in March 2017. <i>Sports Destination Management Magazine</i> established these annual awards to recognize strong players in the sports tourism industry that continue to make great strides in driving revenue into host cities. The Lubbock Sports Team was one of 15 groups to be recognized as a Mid- to Large Market Champion.
2017 Readers' Choice Award from SportsEvents Media Group	For the third time, Lubbock Sports received a Readers' Choice Award from <i>SportsEvents</i> Media Group. <i>SportsEvents</i> Media Group is the leading industry publication focused exclusively on helping sports event planners produce excellent competitions in the United States and Canada. Sports event professionals were asked to name the sports commission, convention and visitors bureau or sports events venues that they believe display exemplary creativity and professionalism toward the groups they host.
2017 Destination Marketing Association (DMA) West Best Idea Program Outstanding Achievement Award	The Marketing & Communications Team recently received an Outstanding Achievement Award from DMA West for the National Travel & Tourism Week campaign. Representatives from the team were invited to present their entry during the 2017 Education Summit & Vendor Showcase along with three other cities. DMA West is a regional membership organization of more than 145 destination marketing organizations.
Readers' Choice Award from ConventionSouth Magazine	In November 2016, Visit Lubbock received <i>ConventionSouth Magazine's</i> coveted 2016 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 second time that Visit Lubbock has received the award.
Texas Association of Convention & Visitors Bureaus (TACVB) Idea Fair Awards	The Visit Lubbock Team took home ten awards at the 2017 TACVB Idea Fair, including the Judge's Choice for the Best Overall Project for the second year in a row. The team received three Judge's Choice Awards for Cooperative Marketing, Sports Marketing and National Travel & Tourism Week and six People's Choice Awards in the Tourism Promotion, Local Awareness Campaign, Cooperative Marketing, Sports Marketing, National Travel & Tourism Week and Video categories. The awards ceremony was held during the organization's annual conference in August 2017.
Lubbock Advertising Federation ADDY Awards	The Marketing & Communications Team took home the People's Choice Award at the 2017 Lubbock Advertising Federation ADDY Awards for the Visit Lubbock Leisure Campaign. The team received a number of other awards, including two Gold ADDYs and four Silver ADDYs for their work on a variety of projects for each of the organizations.

INDIVIDUAL

**Destinations 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. DI is the world's largest and most reliable source for destination marketing for organizations.

**U.S. Sports Congress
Board of Directors**

Cris Rohrer, sports sales manager for Lubbock Sports, was appointed to the U.S. Sports Congress Board. Entering its 11th year, the U.S. Sports Congress attracts top-level decision makers from the world of amateur sports.

Executive Board for TEDC

John Osborne, president & CEO of LEDA & Market Lubbock, Inc., served as the past chairman of the TEDC Board of Directors. Carolyn Rowley, director of business recruitment & innovation for LEDA, was appointed to serve on the TEDC Board of Directors. TEDC is the premier statewide, nonprofit professional association dedicated to the development of economic and employment opportunities in Texas.

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

John Osborne was appointed to serve as the treasurer for the TTIA Executive Committee and Board of Directors. TTIA is a statewide organization made up of businesses, organizations, associations and individuals with an interest in developing tourism in Texas.

TACVB Board of Directors

Amy Zientek is 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 2017

Holly Russell, director of marketing & communications for LEDA & Visit Lubbock, 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 2017. 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.



John Osborne & Christine Allen accept a Silver Award from IEDC

INDIVIDUAL

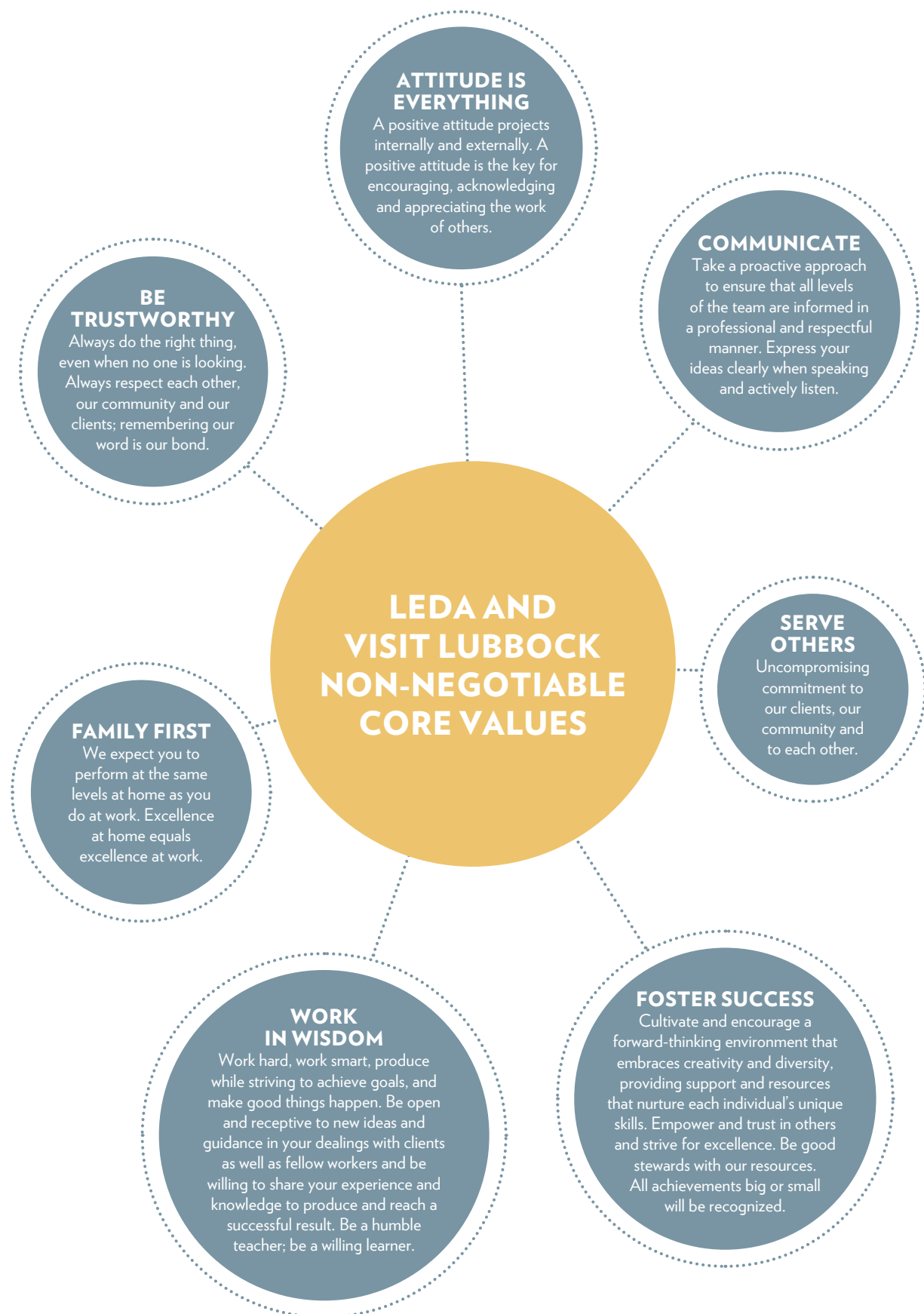
West Texas District Export Council	Christine Allen, director of workforce development & Foreign-Trade Zone 260 for LEDA, currently serves as the secretary for the West Texas District Export Council. This organization is a diverse group of volunteer international trade professionals that represent regions throughout West Texas.
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.
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.
Lubbock ISD CTE Business, Marketing and Finance Advisory Committee	Holly Russell currently serves on the Business, Marketing and Finance Advisory Committee for the Lubbock ISD CTE Program. Through CTE, there are more than 125 classes that provide hands-on opportunities for Lubbock ISD students to engage in learning.
Caprock Business Finance Corporation Loan Committee	Christine Allen currently serves as a member of the Caprock Loan Committee. The Caprock Business Finance Corporation is a nonprofit entity created under the auspices of the South Plains Association of Governments and is an economic development tool charged with administering the U.S. Small Business Administration 504 commercial real estate loan program.

“**Lubbock Sports and Scott Harrison have been awesome to work with. The things that we don’t have, Scott jumps in and gets us what we need.** It’s a lot to get the contracts and other things together while hosting a baseball tournament, and that is where Lubbock Sports really supplements and allows us to reach our goal of running a smooth event that is fan-friendly, as well as making it easy on the parents and kids involved.”
Ryan Brewer, Owner, V Tool West Showcase



I've been really
impressed with the folks at
LEDA. They have been helpful,
friendly and welcoming. They are
**wonderful ambassadors for the City of
Lubbock**. We are also very grateful to LEDA for
its continued support of our business. New
Country Organics values its community
partnership greatly and shares an
exciting and ambitious common
goal of growth and prosperity
in Lubbock.

Jim Campbell,
CEO,
New Country Organics





1500 Broadway, 6th Floor
Lubbock, Texas 79401

**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

MarketLubbock.org