



2014–2015 YEAR IN REVIEW



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE



VISIT **LUBBOCK**

LUBBOCK
SPORTS

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Message to Our Stakeholders

As I'm sure everyone has noticed, our city is growing. Lubbock is growing its population and city boundaries. Lubbock is growing its share of influence across the state and nation. And, Lubbock is growing its opportunities for local residents. There is activity in almost every aspect of the local economy. Our companies are growing their businesses, and new restaurants, retail shops and hotels are popping up all across the "Hub City." In particular, great strides continue to be made in the revitalization of downtown Lubbock. Over the past five years, there have been 83 projects totaling more than \$46 million in investment to the downtown area. And we know more is coming.

We're also seeing our local attractions grow and make significant expansions. Llano Estacado Winery recently unveiled a new tasting room and event center, and the American Wind Power Center is nearly finished with their new 33,000-square-foot building that will house new exhibits including a 4,000-square-foot model train exhibit and much more. In addition, the Lubbock Memorial Civic Center is undergoing a \$9 million renovation for facility updates. We have welcomed the Caviel Museum of African American History and the College Baseball Hall of Fame recently hosted a ground breaking. LEPA continues to raise funds and is currently preparing the site for the state-of-the-art Buddy Holly Hall of Performing Arts and Sciences. These attractions, along with many other factors, have played a part in bringing more than 5.7 million visitors to Lubbock in 2014. Those visitors spent a total of \$819.6 million during their stay. As a result of that travel, each household saved more than \$600 in property taxes for the year.

The staff at LEDA, Visit Lubbock and Lubbock Sports continues to build upon our city's growth. Thanks to their efforts, these organizations had a combined economic impact of nearly \$140 million for our community this fiscal year. Whether it's expanding a local business with new jobs, collaborating with partners for workforce projects, bringing in new conventions or supporting a large number of sporting events, these organizations have worked hard to promote Lubbock as a meeting, sporting, business and leisure destination.

It's been an honor to serve as the Chairman of the Board this year. The group of men and women serving on both the LEDA and Market Lubbock boards bring extensive expertise, new ideas and unwavering support to not only each meeting, but beyond in their daily work as Lubbock citizens and business professionals. I want to especially thank Sandy Henry for serving on the board for six years. Her passion for the community has inspired both the board and staff tremendously.

It's easy to see that a lot has been accomplished in Lubbock this year. I know that with the continued collaboration of local residents, business owners and community organizations, the future of our city is brighter than ever.

Sincerely,



Tim Collins,
CHAIRMAN OF THE BOARD



The LEDA, Visit Lubbock and Lubbock Sports Teams have had an extremely successful year, and I'm pleased to share some of the highlights with you. LEDA has successfully kicked off its new strategic plan, and here is a short list of some of our achievements over the past year (for more information, please see our updates on page 16):

Downtown as a Destination for Investment & Employment

LEDA worked with RD Thomas and the City of Lubbock to showcase, in a video, how much investment is taking place downtown. Within days of being posted on LEDA's Facebook page, the video reached more than 17,000 people and had more than 5,200 views, prompting countless conversations and meetings regarding the future of downtown Lubbock. Since the making of this video, another \$6 million has been invested in our downtown. The video also sparked a group of TTU Rawls College of Business students to put together a list of suggested incentive programs that we are refining to spur continued investment.

Lubbock's Talent Management

This year, LEDA was excited to work with the Texas Workforce Commission and Workforce Solutions South Plains to grant six area school districts funds to enhance various Career and Technical Education programs. We've also been meeting with South Plains College and area businesses to develop a customer service representative certificate that will help our workforce obtain many of the soft skills employers are looking for. We hope to have this and a new workforce marketing campaign implemented in the spring of 2016.

Research & Development Projects in Partnership with Texas Tech University System

This year, the TTU Innovation Hub and Research Park opened its doors as a center for innovation and entrepreneurialism on the university's campus. We were excited to help bring this project to fruition, which will ultimately draw in talent, capital investment and technology to the city. We also partnered with both Bayer CropScience and Chromatin to grow their research operations in Lubbock. In addition, we helped establish the Lubbock Angel Network to help fund Lubbock's emerging businesses.

Stronger Community College Presence in the City of Lubbock

In July, South Plains College (SPC) announced their plans to create a new educational center in Lubbock with funding support from LEDA, The CH Foundation and the Helen Jones Foundation. We couldn't be more excited about this new venture with SPC, which will help both students and employers fulfill their skillset needs.

Now that the LEDA strategic plan is successfully underway, our priority for the next year is to implement a strategic plan for Visit Lubbock. An RFP was issued this fall, and our team is eager to get started.

I hope by now you have had a chance to view Visit Lubbock's new website, which launched in January. The Visit Lubbock Team worked tirelessly on this project for more than a year. To date, overall traffic has grown by 185 percent year-over-year.

Before I close, I would like to give a heartfelt thank you to Sandy Henry for her service on our board. We truly appreciate the number of hours she has given each organization in an effort to improve and enhance our community.

My door is always open to hear your thoughts and suggestions to strengthen our "Hub City."



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.



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. David Sharbutt	Vice Chairman of the Board, Investor
Mr. Calvin Davis	District Director of the U.S. Small Business Administration
Mr. Les Eubank	President of PlainsCapital Bank
Mr. Jim Gilbreath	Owner of Gilbreath Property Co., L.C.
Mr. Mark Griffin	President & General Counsel of The Griffin Companies
Ms. Sandy Henry	President of Science Spectrum & OMNI Theater
Ms. Kristin Murray	Director of Human Resources for Arbor Hotels
Dr. Lance Nail	Dean of Jerry S. Rawls College of Business Administration at Texas Tech University
Mr. Barry Orr	Chairman and CEO of FirstBank & Trust

LEDA AND VISIT LUBBOCK STAFF

Mr. John Osborne	President and Chief Executive Officer
Ms. Jana Johnston	Chief Financial Officer
Ms. Katy Christy	Accountant, Human Resources Manager
Ms. Holly Kennedy	Director of Marketing & Communications
Ms. Alyssa Kitten	Communications & Digital Manager
Mr. Chris Rios	Multimedia Graphic Designer
Ms. Erin Coldewey	Interactive Marketing Coordinator
Mr. Robert Rodriguez	Advertising & Marketing Specialist
Ms. Rosalind Alexander	Administrative Assistant

LEDA STAFF

Mr. Kenny McKay	Director of Business Retention
Ms. Christine Allen	Director of Workforce Development & Foreign-Trade Zone 260
Ms. Carolyn Rowley	Director of Recruitment & Innovation
Mr. Jorge Quirino	Special Projects Coordinator
Ms. Linda Davis	Executive Assistant

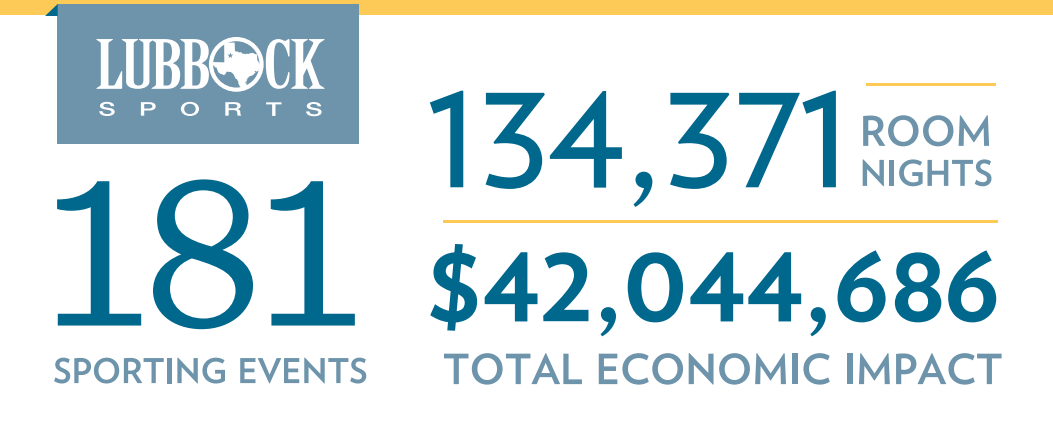
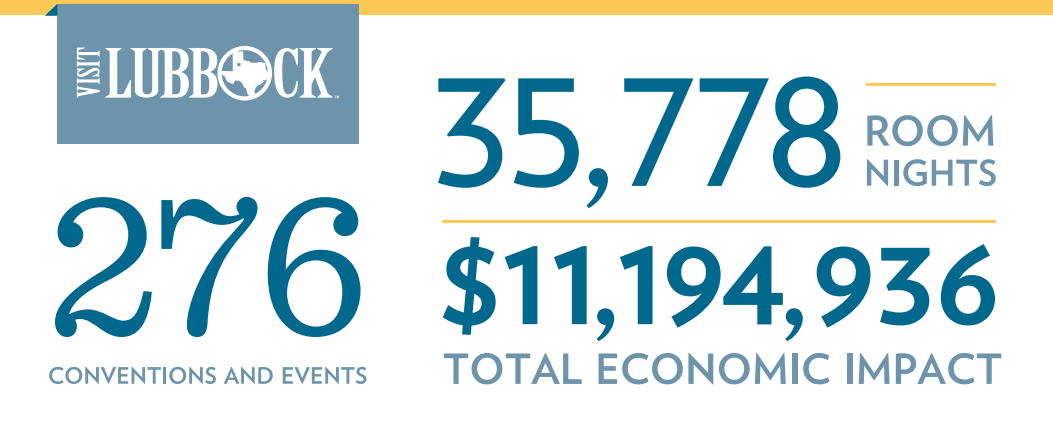
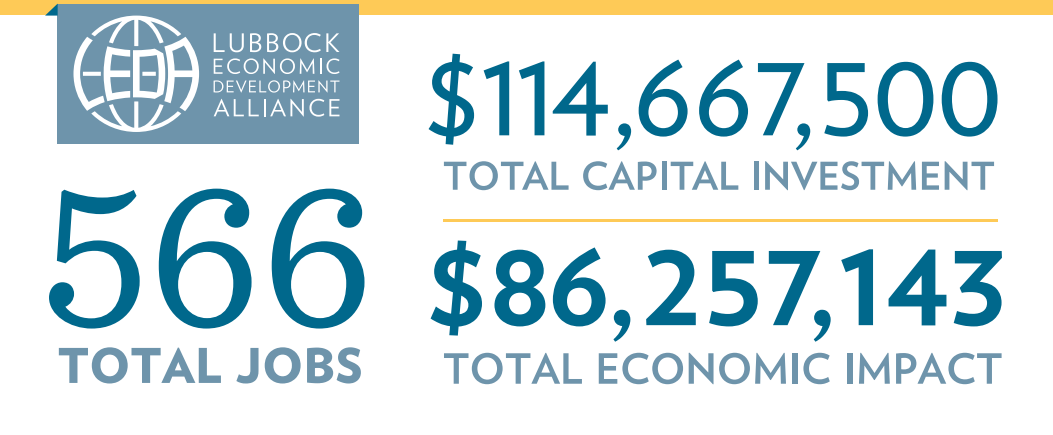
VISIT LUBBOCK STAFF

Ms. Amy Zientek	Director of Sales
Ms. Lisa Grinstead	Sales Manager
Ms. Katherine McBee	Sales Manager
Ms. Taryn Hruzek	Sales Manager
Ms. Amber Pennington	Services Manager
Ms. Autumn Phillips	Sales and Servicing Coordinator
Mr. Scott Harrison	Sports Director
Mr. Cris Rohrer	Sports Sales Manager



Organizational Impact and ROI 2014 – 2015

The teams at LEDA, Visit Lubbock and Lubbock Sports have spent a busy year promoting Lubbock, hosting events and making plans to build on their successes into the 2015–2016 fiscal year. Efforts spent on creating new jobs and salaries, putting investment on the tax roles, hosting conventions, meetings and sporting events and tourism promotion continue to result in Lubbock being one of the top cities for growing businesses and travel in Texas.



ANNUAL IMPACT

LEDA/MARKET LUBBOCK, INC. LOCATIONS

	2014/15		Total (since 2004)	Average (since 2004)
Total Locations	11		140	12.7
Total Jobs*	566		6,283	571.2
Average Number of Jobs per Location	51.5			44.9
Total Capital Investment	\$	114,667,500	\$	531,873,735
Total Incented Annual Wages	\$	11,144,560	\$	156,721,642
Average Annual Wage of Incented Jobs	\$	52,322		\$
Total Annual Value Added Impact**	\$	86,257,143		
Average Value Added Impact/Jobs Created	\$	152,398		\$
Average Value Added Impact/Location	\$	7,841,558		\$
Number of Jobs Created/Jobs Incented	2.7		20.7	1.9
Every \$1 committed to incentives generates an economic impact of	\$	30	\$	675

* Jobs represent number of jobs created once project is fully operational.
 ** Economic impact represents total economic output, which was estimated using RIMS II multipliers and projected employment earnings.

ANNUAL IMPACT

VISIT LUBBOCK AND LUBBOCK SPORTS

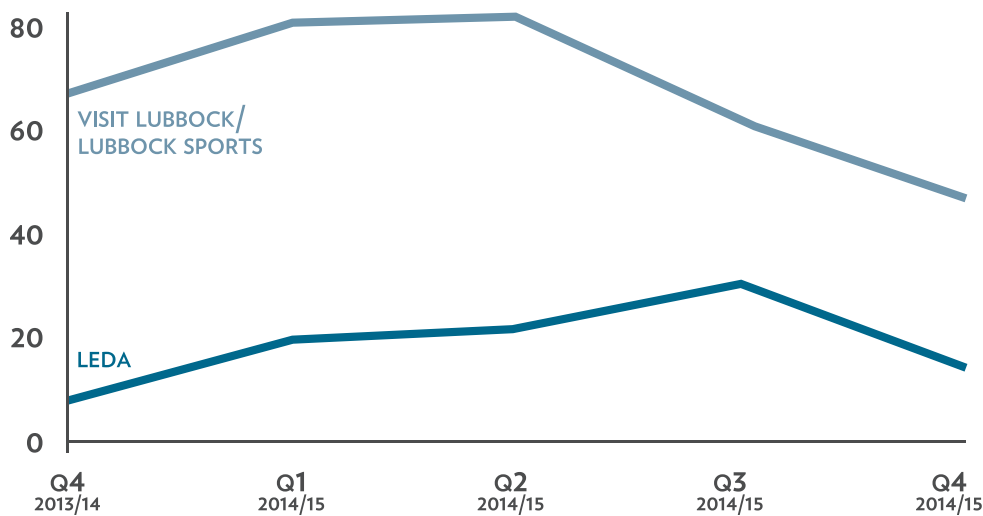
	2014/15		Total (since 2004)	Average (since 2004)
Total Conventions or Events	457		4,481	407.4
Total Number of Room Nights	170,149		1,281,322	116,483.8
Average Number of Room Nights/Convention or Event	372			285.9
Total Estimated Attendees	444,777		3,782,698	343,882
Average Number Attendees/Convention or Event	973			856
Total Economic Impact*	\$	53,239,622		
Average Economic Impact/Convention or Event	\$	116,498		\$
Average Economic Impact/Room Night	\$	313		\$
Average Economic Impact/Attendee	\$	120		\$
Average Amount of Incentives/Convention or Event	\$	1,535		\$
Average Amount of Incentives/Room Night	\$	4.12		\$
Average Amount of Incentives/Attendee	\$	1.58		\$
Every \$1 committed to incentives generates an economic impact of	\$	76		\$
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock	\$	600	\$	5,131

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

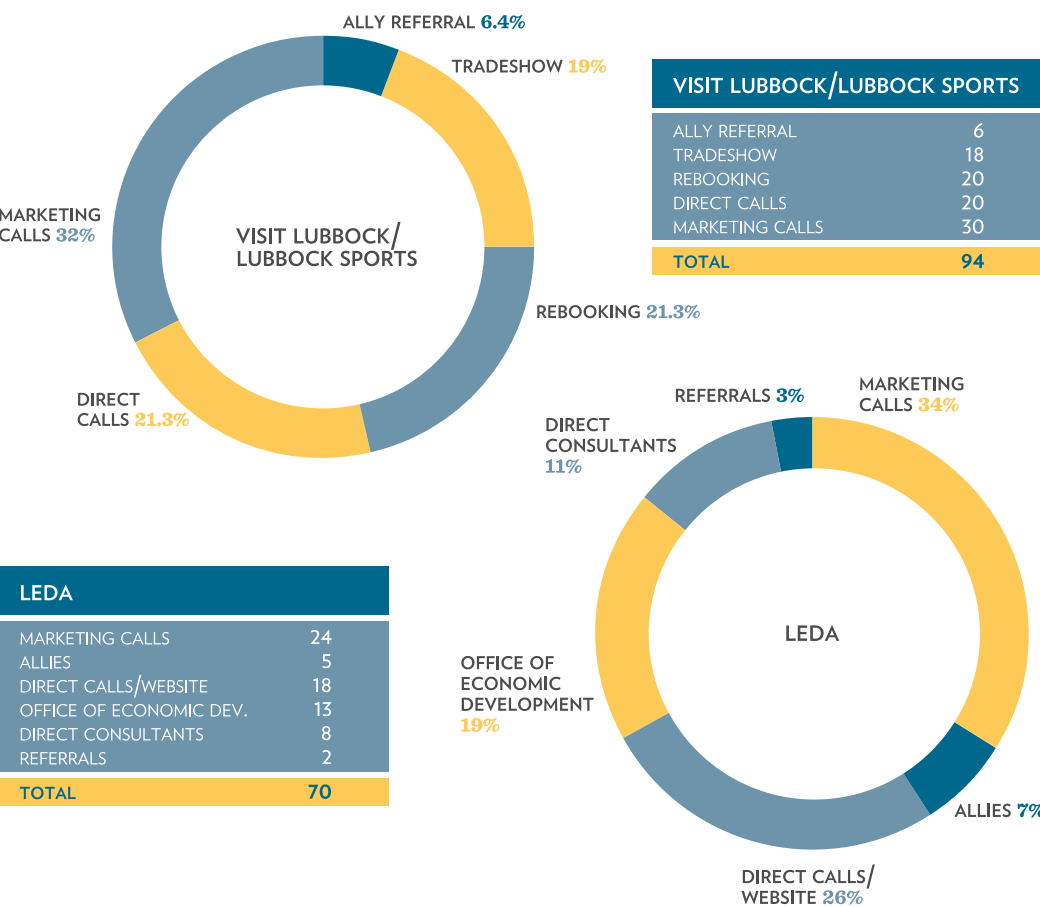
Current Prospects

as of August 31, 2015

NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL





LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

PROSPECTS BY NAICS* CODE

	Total	Percent
Support Activities for Agriculture and Forestry	3	4%
Heavy and Civil Engineering Construction	1	1%
Food Manufacturing	5	7%
Beverage and Tobacco Product Manufacturing	2	3%
Textile Mills	3	4%
Paper Manufacturing	1	1%
Chemical Manufacturing	5	7%
Plastics and Rubber Products Manufacturing	1	1%
Nonmetallic Mineral Product Manufacturing	1	1%
Primary Metal Manufacturing	1	1%
Fabricated Metal Product Manufacturing	1	1%
Machinery Manufacturing	3	4%
Computer and Electronic Product Manufacturing	1	1%
Transportation Equipment Manufacturing	2	3%
Miscellaneous Manufacturing	9	13%
Merchant Wholesalers, Durable Goods	1	1%
Merchant Wholesalers, Nondurable Goods	3	4%
Telecommunications	1	1%
Data Processing, Hosting & Related Services	2	3%
Credit Intermediation and Related Activities	1	1%
Professional, Scientific, and Technical Services	5	7%
Management of Companies and Enterprises	3	4%
Administrative and Support Services	5	7%
Ambulatory Health Care Services	1	1%
Other	9	13%
Grand Total	70	

**North American Industry Classification System (NAICS)*



PROSPECTS BY MARKET

	Total	Percent
Association	19	23%
Corporate	7	8%
Education	14	17%
Group Travel	2	2%
Other	12	15%
Religious	23	28%
Reunion	1	1%
Social or Fraternal	5	6%
Grand Total	83	



PROSPECTS BY SPORT

	Total	Percent
Multi-Sport	2	18%
Running	2	18%
Other	7	64%
Grand Total	11	

“

The Reagor Dykes Auto Group is excited about being a huge part of the renovation in downtown Lubbock and working with LEDA to make Lubbock

**a better place
to live and visit.**

In Lubbock we are developing a vibrant and exciting downtown area that will attract more people to our city, as well as create a more positive feeling from all who live in and visit Lubbock.

”

Bart Reagor,

OWNING PARTNER AND CEO,
REAGOR DYKES AUTO GROUP

LEDA Location Highlights



Bayer CropScience, a company who harnesses cutting-edge agricultural and environmental innovations, will consolidate their West Texas Breeding and Trait Development Research facilities to one location in Lubbock, located at East Loop 289 and 19th Street. This will be Bayer CropScience’s largest facility of this type in the United States.

The project will include two processing facilities, two barns and an office complex, a \$17.3 million capital investment for the community. Construction of the new facility is slated to begin this year and should be completed by the fourth quarter in 2016.



PYCO Industries, the nation’s largest cottonseed oil mill, will begin construction on their expansion project in Lubbock this fall. This project includes the replacement of the company’s cleaning, delinting and bale press areas.

The project will result in a \$37.6 million capital investment for the community and is expected to be completed in late 2017.



Lubbock’s rapidly expanding auto group, **Reagor Dykes Auto Group**, moved their company headquarters to a downtown Lubbock location. The company is sparking economic growth in the downtown area by renovating a nearly 90-year-old building.

The facility will soon become Reagor Dykes Auto Group’s new 75,000-square-foot corporate headquarters, which will include a restaurant and conference center, among other features. This project will result in an estimated \$9.5 million capital investment for Lubbock.



Rendering of Reagor Dykes Company Headquarters



Chromatin

Chromatin, a company that develops and sells high-quality hybrid sorghum seed, moved their research facilities and support operations to Lubbock from Chicago. The company is the first to utilize the TTU Innovation Hub and Research Park for research efforts.

The move created 33 new, high-paying jobs, resulting in \$1.1 million in new, annual salaries. The company will also invest \$4.5 million in new capital improvements. This partnership and project fit well with LEDA's strategic plan to align efforts with research-based companies and the university.



The
United
FamilyTM

United Supermarkets, a Lubbock-based retail grocery chain with 66 stores across Texas and New Mexico, will add 190 new jobs locally over the next couple of years. The additional jobs include back office and IT support, warehouse and transportation staff and more.

These jobs will result in \$7.2 million in new, annual salaries. United will also add 200,000 square feet to their current Lubbock distribution site, a \$33.7 million capital investment for the community.



United Supermarkets Job Announcement Press Conference



LEDA Significant Events and Activities



South Plains High Demand Job Training Project

In June 2015, LEDA, Workforce Solutions South Plains and the Texas Workforce Commission announced plans to leverage funds and grant six area school districts a total of \$158,000 to assist in enhancing and maximizing the capacity of various Career and Technical Education (CTE) programs. The effort, known as the South Plains High Demand Job Training Project, will facilitate occupational training at the secondary level during the 2015/16 school year. The funding will specifically prepare high school seniors for high-demand occupations including small engine construction, AutoCAD, welding and health sciences.



Republic National Distributing Company (RNDC) Ribbon Cutting

On May 7, 2015, RNDC held an official ribbon cutting to celebrate the opening of their new facility in the Lubbock Business Park. RNDC, the nation's second largest wine and spirits distributor, consolidated its Amarillo and Odessa distribution areas to create one center in Lubbock, which houses 62 employees. The \$8 million building features a sales meeting/training room that can accommodate 90 people and a wine tasting/training room for smaller groups.



South Plains College Expansion Announcement

South Plains College (SPC) announced their plans to create a new educational center in Lubbock, which is set to open in early 2017. This initiative will create many opportunities for SPC students and local residents to access a comprehensive community college program within the City of Lubbock. With funding support from LEDA, The CH Foundation and the Helen Jones Foundation, the new facility provides the capacity for more students to participate in technical and specialized training. The facility will be located at the former Group 1 Automotive Chevrolet building on Avenue Q. The first phase of renovations to the SPC Lubbock Center will result in a \$7 million capital investment.





Texas Tech University Entrepreneurship and Innovation

In July 2014, Texas Tech University was designated as an Innovation and Economic Prosperity University by the Association of Public and Land-grant Universities. The designation strongly aligned with LEDA's new strategic plan, and the two organizations partnered together in support of innovation and entrepreneurship programs. LEDA will grant Texas Tech \$765,000 over a three-year period to support four programs developed and administered by the university. The programs are focused on providing opportunities for students and Lubbock citizens to learn about entrepreneurship alongside mentors.

In February 2015, the TTU Innovation Hub and Research Park, a center for innovation and entrepreneurship, announced its first tenant, Chromatin. LEDA worked in partnership with the Texas Tech University System to bring this company to the "Hub City."

United LRP Texas,
GP, LLC

Spec Building Under Construction

Construction began in July 2015 on a speculative development building, which is being funded and built by commercial real estate development company, United LRP Texas, GP, LLC. This building will serve as a distribution center and will be available to companies looking to relocate or expand operations in Lubbock. The 80,500-square-foot building, and \$4 million capital investment for the Lubbock community, is set to be completed during the first quarter of 2016.



Spec Building Construction Underway



LEDA Strategic Plan Update

In the past 12 months, the LEDA Team has worked diligently to successfully implement the new strategic plan. Here’s a breakdown of the team’s accomplishments thus far:

COMPANY MEETINGS

LEDA’s retention, workforce and recruitment teams met with nearly

1,600

businesses locally, statewide and nationally in the past fiscal year

Downtown REVITALIZATION

Since 2010, more than

\$46 MILLION INVESTED

in downtown redevelopment

83 Projects INITIATED IN DOWNTOWN

FUTURE Workforce

South Plains College Expansion Announcement

\$9.9 MILLION MULTI-PHASE PROJECT

70,000-SQ.-FT. FACILITY

South Plains High Demand Job Training Project

SCHOOL DISTRICTS:

\$158,000 Grant for Occupational Training

SMALL ENGINE/
CONSTRUCTION
AUTOCAD
WELDING
HEALTH SCIENCES

6

Partnership STRENGTH

Reconnecting and reinforcing partnerships with:

- TTU
- TTUHSC
- South Plains College
- City of Lubbock
- Lubbock County
- Chamber of Commerce
- Workforce Solutions South Plains
- Small Business Development Center
- Ports to Plains
- The CH Foundation
- Helen Jones Foundation
- And many more...

TRADESHOWS: AUTOMOTIVE · AGRICULTURE · PLASTICS

INNOVATION AND ENTREPRENEURSHIP

Partnership with TTU:

CHINA **7 DAYS**

1 2 3 4 5 Cities

MET WITH MORE THAN

500 BUSINESS
PROFESSIONALS



LUBBOCK ANGEL NETWORK ESTABLISHED

OPENING OF
**TTU INNOVATION HUB
AND RESEARCH PARK**

LEDA partnered with **TTU** to help bring
CHROMATIN as first tenant

33
JOBS

\$4.5 MILLION CAPITAL INVESTMENT

FOREIGN DIRECT INVESTMENTS · LOGISTICS · WIND ENERGY



Visit Lubbock and Lubbock Sports Events

A variety of meeting spaces, unmatched hospitality and an abundance of sporting facilities is what the Visit Lubbock and Lubbock Sports Teams promote when they work to bring events to the “Hub City.” This year, convention-goers and sports teams from across the country and around the world traveled to Lubbock to attend their events.

Furthermore, a number of groups elected to rebook their event in Lubbock because of the excellent service and competitive bid they received from the Visit Lubbock and Lubbock Sports Teams. Because of the events and meetings held in Lubbock, in 2014, more than \$600 was saved per household in property taxes.

Visit Lubbock Events

Group Name/Event	Rooms Tracked	Estimated Attendees	Economic Impact
The Car Chasers <i>Carmageddon Event</i>	425	3,000	\$ 132,983
County Judges & Commissioners Association of Texas <i>Annual Conference</i>	699	300	\$ 215,110
North American Falconers Association <i>Annual Field Meet</i>	590	250	\$ 184,611
Texas Association of Future Educators <i>Annual Conference</i>	1,317	1,500	\$ 412,089
American College Dance Association <i>South-Central Conference</i>	429	425	\$ 134,234
League of United Latin American Citizens Council <i>State Convention</i>	373	500	\$ 116,712
Western Writers of America <i>Annual Convention</i>	503	250	\$ 157,389
Tax Assessors Collectors Association <i>Annual Conference</i>	1,209	400	\$ 378,296
Bayer CropScience	1,640	705	\$ 511,649
Texas Speech Communication Association <i>Annual Convention</i>	346	250	\$ 106,478
All other events (266)	28,247	187,985	\$ 8,838,486
Total	35,778	192,590	\$ 11,194,936





NCAA Division I Women’s Regional Tennis Tournament
Photo credit: Texas Tech Athletics

Lubbock Sports Events

Sporting Events Serviced	Rooms Tracked	Estimated Attendees	Economic Impact
NCAA Division I Men’s Golf Regional	3,795	1,034	\$ 1,167,873
NJCAA Cross Country Championships	2,147	1,867	\$ 660,718
Texas Games (Gymnastics/Martial Arts Event)	1,750	2,100	\$ 538,545
PBA Lubbock Sports Southwest Bowling Open	2,150	1,635	\$ 661,641
PWBA Lubbock Sports Open	2,125	2,835	\$ 653,948
USA Boxing Junior Olympics West Texas Championships	1,400	350	\$ 430,836
Insane Inflatable 5K	300	2,900	\$ 92,322
Lone Star Conference Indoor Track and Field Championships	1,758	2,336	\$ 541,007
Pinnacle Sports Production 3v3 LIVE Soccer Tournament	420	1,680	\$ 121,251
NCAA Division I Women’s Regional Tennis Tournament	140	338	\$ 43,084
All other events (171)	118,386	294,639	\$ 37,042,979
Total	134,371	311,714	\$ 42,044,686

“

Our sport has continued to grow because of the
support from the Lubbock Sports Team.

We are now the largest Professional Bowlers Association Super Regional in the Southwest Region and third largest in the nation. The players in the PBA and PWBA Lubbock Sports Open were also so thankful for the support of their sport. Lubbock has become a huge name on the bowling scene.

”

Jimbo Evans,
MANAGING PARTNER FOR SOUTH PLAINS LANES

Visit Lubbock Highlights

SERVICING



For the past two years, viewers have watched **Flat 12 Gallery** owners Jeff Allen and Meggan Bailey buy, restore and sell classic cars on CNBC’s TV show “The Car Chasers.” In May 2014, Flat 12 Gallery held a collector car auction at Lubbock Auto Auction that brought in 3,000 attendees to the “Hub City.” Following the success of the May auction, the Flat 12 team organized an even larger event at City Bank Coliseum in October 2014. The event, aptly named Carmageddon, was featured on season three of “The Car Chasers” and included a car auction, car show and a host of indoor and outdoor vendors. The CNBC crew alone brought in an economic impact of \$132,983 for the local community, but more importantly, Lubbock received tremendous publicity on national television.



For the first time in 15 years, Lubbock hosted the 86th Annual **League of United Latin American Citizens Council (LULAC)** State Convention. The convention was held in May 2015 and covered a variety of topics over a three-day period. This event garnered approximately 500 attendees, 373 room nights and an economic impact of \$116,712 for the local community.



The Texas Association of Future Educators (TAFE) held their 31st Annual Conference at Texas Tech University in February 2015, marking the first year that the conference had been held on a college campus since its inception. TAFE brought in roughly 1,500 people and 1,317 room nights. This event resulted in an economic impact of \$412,089 for the Lubbock community.



Bayer CropScience

As agrotourism continues to grow, **Bayer CropScience** is rapidly expanding its footprint, bringing in more and more meeting attendees and international farmers who come to view Bayer’s technology. Bayer CropScience has brought in more than 700 people over the past fiscal year, totaling more than 1,600 room nights for an economic impact of just over \$510,000.



The Texas Speech Communication Association’s Convention was held in Lubbock in October 2014. The convention, Teaching Responsibility in an Irresponsible World, brought in around 250 educators from all over the state and resulted in a \$106,478 economic impact for Lubbock.

SALES

The Texas Federation of Republican Women will host their two-day state convention at the Lubbock Memorial Civic Center in November 2015. This event is anticipated to draw roughly 1,000 attendees from across the state and will bring in an estimated \$333,898 in economic impact for the Lubbock community.

Thanks to a strong local effort, Lubbock hosted the 2015 Annual Conference of the Texas State Association of **The Gideons International** in October 2015. This organization is the oldest association of Christian businessmen and professional men in the United States and booked a total of 344 room nights and resulted in an economic impact of \$107,638 for the local community.

Lubbock is proud to host the **Texas Association of Collegiate Veterans Program Officials (TACVPO)** Annual Conference in March 2016. TACVPO helps educate staff members at institutions in Texas. These members provide assistance to veterans and family members using veterans benefits from the state or the Department of Veterans Affairs. This conference is anticipated to book 455 room nights and result in an estimated economic impact of \$142,369.



Visit Lubbock Sales Team Working Event Registration

Lubbock Sports Highlights

SERVICING



The [NCAA Division I Men’s Golf Regional](#) competition took place over a six-day period in May 2015 at The Rawls Course at Texas Tech University. An estimated 1,034 people were in attendance over the course of the event, including 144 golfers, resulting in a \$1.16 million economic impact for the Lubbock community.



In June 2015, Lubbock’s South Plains Lanes played host to the [Professional Bowlers Association’s \(PBA\) Xtra Frame Lubbock Sports Southwest Open](#). This event was the fourth PBA Tour event to receive live coverage on PBA’s online streaming service and brought in around 1,635 attendees, including 179 players and 23 PBA tour titlists. The three-day tournament resulted in \$661,641 in economic impact for the local community.



The “Hub City” welcomed 350 attendees and 80 competitors for the [USA Boxing Junior Olympics West Texas Championships](#) in April 2015. The three-day event was held at the MCM Eleganté Hotel and Suites and brought in 1,400 room nights and \$430,836 in economic impact for the Lubbock community.



In July 2015, Lubbock hosted the [Texas Games](#), where roughly 200 athletes competed, at all levels, in gymnastics and martial arts events. The three-day competition brought in 2,100 attendees and culminated in 1,750 room nights and a \$538,545 economic impact for the local community.



For the first time, Lubbock Sports welcomed 2,336 attendees to the “Hub City” for the [Lone Star Conference Indoor Track and Field Championships](#). The collegiate-level championships were held over a two-day period at Texas Tech University’s Athletic Training Center in February 2015 and resulted in an economic impact of \$541,007.

SALES

In April 2016, student athletes from New Mexico, Arizona, Southern California and Texas will gather in Lubbock for the 2016 **Region 11 Diving Championship**. This event is anticipated to book 1,075 room nights and will result in an estimated economic impact of \$435,700 for the Lubbock community.

Over the next few years, Lubbock Sports is excited to host various **National Junior College Athletic Association (NJCAA)** events in the “Hub City.” The NJCAA Division I Men’s Golf National Championships will be held in Lubbock in 2018 and will result in an estimated 2,000 room nights and an economic impact of \$625,800 for the community. In addition, Lubbock will play host to the Men’s and Women’s NJCAA Division I Indoor Track & Field Championships in 2018. The event is estimated to bring around 2,275 room nights and \$711,847 in economic impact. Lubbock Sports will also host the NJCAA Division I Men’s and Women’s Outdoor Track & Field National Championships, which will result in roughly 2,480 room nights and \$775,992 in economic impact for the Lubbock community. Finally, Lubbock Sports will host the NJCAA Division I National Marathon Championships at South Plains College in November 2015. Around 800 participants and 2,400 room nights are expected for this three-day event, resulting in an estimated economic impact of \$750,000.



NCAA Division I Men’s Golf Regional
Photo credit: Logan Hawk, Texas Tech Athletics

Marketing and Communications

PUBLICATIONS AND DIGITAL MEDIA

Advertisements were run in the following publications and websites:

- AREA DEVELOPMENT
- BUSINESS FACILITIES
- BUSINESS XPANSION JOURNAL
- FACEBOOK.COM
- GLOBAL TRADE MAGAZINE
- OIL & GAS INVESTOR
- PERMIAN BASIN OIL & GAS MAGAZINE
- SITE SELECTION MAGAZINE
- SOUTHWEST DIGEST
- TEXAS REAL ESTATE BUSINESS MAGAZINE
- TEXAS WIDE OPEN FOR BUSINESS
- TRADE & INDUSTRY DEVELOPMENT

The Marketing & Communications Team supports the efforts of LEDA, Market Lubbock, Inc., Visit Lubbock and Lubbock Sports with strategic plans, marketing campaigns, marketing materials, social media, digital campaigns and public relations. The team handles everything from media planning and copywriting to social media strategies, as well as design and photography for all the organizations.

Over the past year, the team launched a new website for Visit Lubbock, as well as a new meeting-focused advertising campaign for Visit Lubbock and Lubbock Sports. In addition, the team unveiled a responsive website for LEDA, produced a video about Lubbock’s downtown revitalization efforts and much more.

LEDA MARKETING

Digital

Over the past year, 39,394 pages views were logged on the LEDA website by users from all over the United States, as well as outside the U.S. in countries such as Brazil and China. The most viewed web pages include About LEDA and Why Lubbock, specifically the subsection containing utilities information. Because the LEDA website continues to be a valuable source of information, the Marketing & Communications Team launched a responsive website with an updated look. The new adjustments to the site now allow for optimal viewing on all smartphones, tablets and other devices. In addition to these digital efforts, the team produced a video for the 2015 State of the City Address that discussed the revitalization and bright future of downtown Lubbock. The video garnered a reach of 17,192 people, 5,287 views and 379 likes, comments and shares on LEDA’s social media platforms.

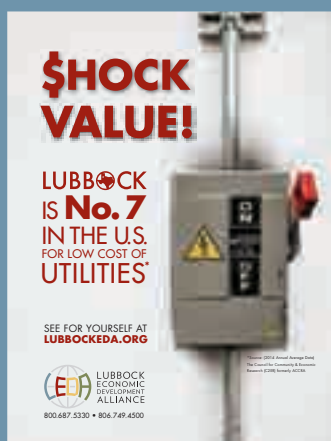
Advertising

In the last year, the Marketing & Communications Team has continued moving forward with an ad campaign for LEDA that focuses on Lubbock’s skilled workforce, low cost of utilities, access to college graduates and available land. The campaign couples vibrant imagery with attention-grabbing headlines, interesting facts and a direct call to action, driving audiences to LEDA’s website where they can find more in-depth information on each respective topic. Three of the four developed ads are currently running on both print and digital platforms.

Social Media

The Marketing & Communications Team increased their social media efforts across all platforms including Facebook, Twitter and LinkedIn this year, focusing on posts supporting current advertising efforts and LEDA’s strategic plan as a whole. Part of these efforts included adding paid strategies into the social media plan by way of Facebook ads. In one month’s time, LEDA’s “Business is Better in Lubbock” video received 27,519 views. LEDA’s Twitter presence continues to grow, consistently adding new followers each week, and over the past year, LEDA has seen a combined retweet and mention reach of 119,500.





Marketing and Communications

PUBLICATIONS AND DIGITAL MEDIA

Advertisements were run in the following publications and websites:

- AAA HOME & AWAY OKLAHOMA
- AAA TEXAS JOURNEY
- BANK TRAVEL MANAGEMENT
- COLLABORATE
- CONNECT
- CONNECT SPORTS
- CONVENTION FORUM
- COURIER
- CVENT
- DIVERSITY MEETINGS MAGAZINE
- FACEBOOK.COM
- GROUP TRAVEL LEADER
- MEETING PROFESSIONALS INTERNATIONAL MEETING GUIDE TO TEXAS
- MEETINGS + EVENTS-TEXAS
- OXFORD MAGAZINE
- RCMA EMERGE CONFERENCE DIRECTORY
- REJUVENATE
- REUNION FRIENDLY
- SEE TEXAS FIRST CANADA
- SEE TEXAS FIRST FALL
- SEE TEXAS FIRST SPRING
- SHOP ACROSS TEXAS
- SOCIETY OF AMERICAN TRAVEL WRITERS
- SPECIAL MEETINGS MARKET JOURNAL
- SPORTS DESTINATION MANAGEMENT
- SPORTS PLANNING GUIDE & DIRECTORY
- SPORTSEVENTS
- TEXAS EVENTS CALENDAR
- TEXAS HIGHWAYS MAGAZINE
- TEXAS MEETING PLANNING GUIDE
- TEXAS MONTHLY
- TEXAS MONTHLY SPORTS FACILITY GUIDE
- TEXAS SOCIETY OF ASSOCIATION EXECUTIVES MAGAZINE
- TEXAS STATE TRAVEL GUIDE
- TEXASHIGHWAYS.COM
- TEXASTECH.COM
- TOURTEXAS.COM
- TRIPADVISOR
- TRUE WEST MAGAZINE
- USSSA TODAY
- YOUTUBE.COM

VISIT LUBBOCK MARKETING

Hero Campaign

This year, the Marketing & Communications Team developed and launched a new ad campaign focused on meeting, event and sports planners. The campaign features four meeting and three sports superhero personas, as well as a landing page where users can select their persona and request a personalized Power Pack. The pack contains items that are both fun and functional, encouraging them to consider Lubbock for their next meeting or event. The Visit Lubbock Team has sent out 54 Power Packs, of which over 50 percent have been new leads.

2015 Visitor's Guide

One of the main ways the Marketing & Communications Team promotes our great city to all travelers is through the Visitor's Guide. This guide is the one-stop-shop for all things Lubbock, featuring restaurants, attractions, hotels, shopping options and more. Since January of this year, more than 200,000 Visitor's Guides have been distributed around the state, nation and world.

Website/Blog

Earlier this year, the Visit Lubbock Team launched a brand new responsive website with interactive features, engaging content and vibrant imagery. In the first six months after the launch, the website saw 138,000 new users. To put it into perspective, last year, the site saw 141,000 users over the course of the year. Overall traffic increased 185 percent year-over-year from July 2014 to July 2015. Visit Lubbock's blog also remains an integral tool to not only inform, but to entertain and engage potential visitors and locals alike. Recurring themes such as "Foodie Favorites" and event spotlights featuring local happenings like Ranch Day at the National Ranching Heritage Center and Fourth of July festivities are among the most popular.

Leisure & Meetings E-Newsletters

Last year, the team revamped the leisure e-newsletter and launched a new meetings e-newsletter geared toward meeting and sports planners. The leisure e-newsletter is distributed once a month and promotes upcoming events, attractions and popular blog posts. From July 2014 to July 2015, Visit Lubbock's e-marketing database grew 105 percent. Following the success of the leisure e-newsletter, the meetings-focused e-newsletter was launched, which highlights news, facility spotlights and more to 1,500 unique recipients.

Social Media

Visit Lubbock's social media channels continue to gain followers and fans. From August 2014 to August 2015, the Visit Lubbock Twitter account reached almost 4 million people, and the Facebook Page racked up 5,200 new fans, 12,800 post shares and 81,100 post likes. Visit Lubbock's Instagram audience has grown significantly, gaining roughly 1,500 new followers and a combined 52,800 follows, comments and shares.





Honors, Awards and Appointments

ORGANIZATIONAL

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

The **LEDA Team** was recognized during the 2015 Mid-Year TEDC Conference for their achievement in Economic Excellence for the year 2014. 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 organizational effectiveness of the staff. This is the third consecutive year that LEDA has been the recipient of the Economic Excellence Recognition.

Lubbock Advertising Federation ADDY Awards

The **Marketing & Communications Team** took home a Gold ADDY at the 2015 Lubbock Advertising Federation's ADDY Awards in the Direct Marketing category for their Year in Review piece, as well as a Silver ADDY in the Special Event category for the Live Love Lubbock Photo Contest that ran during the 2014 National Travel & Tourism Week. The American Advertising Federation's ADDY Awards is the largest creative competition in the world with over 40,000 entries competing in 200 local markets coast to coast.

Texas Association of Convention & Visitors Bureaus (TACVB) Idea Fair Awards

The **Visit Lubbock Team** took home five awards at the 2015 TACVB Idea Fair, held during the organization's annual conference. The team received three People's Choice Awards for Tourism Promotion, Convention Promotion and Website. The team also received two Judge's Choice Awards for Convention Promotion and Website.

Visit Lubbock Reaccredited

This year, **Visit Lubbock** was up for its four-year renewal to maintain its accredited convention and visitors bureau status from Destination Marketing Association International (DMAI). After meeting each of the required benchmarks, Visit Lubbock was reaccredited with DMAI, the world's largest association of destination marketing professionals.



INDIVIDUAL

Executive Board for TEDC	John Osborne , president and CEO of LEDA and Market Lubbock, Inc., is the incoming chairman of the TEDC Board of Directors. TEDC is the premier statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas.
Texas Travel Industry Association (TTIA) Board of Directors	John Osborne was appointed in September 2013 and continues to serve his two-year term on the TTIA Board of Directors. TTIA is a statewide organization made up of businesses, organizations, associations and individuals with an interest in developing tourism in Texas.
National Association of Sports Commissions	Cris Rohrer , sports sales manager for Lubbock Sports, received his Certified Sports Event Executive Certification (CSEE). The CSEE is for experienced sports event professionals seeking continuing education and professional development in sports tourism.
DMAI Sales & Marketing Committee	Amy Zientek , director of sales for Visit Lubbock, serves on the Sales & Marketing Committee for Destination Marketing Association International (DMAI). This committee promotes the use of destination marketing organizations among meeting planners.
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.
Society for Human Resource Management (SHRM)	Chris Allen , director of workforce development for LEDA, currently serves as treasurer for the Lubbock Chapter of SHRM. SHRM is an organization that provides resources to serve the needs of HR professionals and advance HR practices.
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.
Certified Destination Management Executive Designation	Amy Zientek earned the Certified Destination Management Executive designation from DMAI. The designation is the only integrated executive program specifically designed for the destination marketing industry. The program focuses on vision, leadership, productivity and the implementation of business strategies.

Certified Tourism Executive	Holly Kennedy, director of marketing and communications for LEDA and Visit Lubbock, received her Certified Tourism Executive designation from Travel & Tourism College, a three-year program of the Texas Travel Industry Association.
TACVB Texas Destination Marketer (TDM) Certification Program	Alyssa Kitten, communications and digital manager for LEDA and Visit Lubbock, added a Texas Destination Marketer Certification to her repertoire this year upon receiving the Marketing certification from TACVB, while Holly Kennedy received both a Marketing and Tourism Sales certification. The purpose of the TDM program is to provide employees of convention and visitors bureaus and destination marketing organizations an education framework for marketing Texas as a tourism and group business destination.
Lubbock Chapter of the Association for Women in Communications (AWC)	Alyssa Kitten received the Beth Pratt Communicator of the Year Award from the Lubbock Chapter of the Association for Women in Communications. Voted on by members of the organization, this award is the highest honor given to a chapter member. It recognizes a member who has demonstrated excellence in their profession, supported the Lubbock Chapter of AWC and is committed to the purposes of AWC.
Texas Section of The Travel & Tourism Research Association Board	Amy Zientek currently serves on the Texas Section of The Travel & Tourism Research Association Board. This organization facilitates the exchange of and research for its membership.
TTIA Young Professionals Committee	Amy Zientek and Holly Kennedy serve on the TTIA Young Professionals Committee. The goal of the committee is to promote longevity in the travel and tourism industry and to provide young professionals with networking opportunities and industry resources.
Lubbock ISD Career and Technical Education Program (CTE) Advisory Committee	Holly Kennedy 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.

“

We will certainly look for future opportunities to work with LEDA and remain a

strong supporter

of their efforts for other business partners in the area that might benefit from working with them. Thank you LEDA for strengthening Lubbock's economy.

”

Robert Taylor,

PRESIDENT OF THE UNITED FAMILY

LEDA and Visit Lubbock Non-Negotiable Core Values

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.

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.

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.

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.

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.

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.



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