




2012 - 2013

YEAR IN REVIEW

presented by:



“ LUBBOCK NEEDS TO CONTINUE TO GROW. AND THE BEST ENTITIES THAT HELP LUBBOCK TO GROW ARE LEDA, MARKET LUBBOCK & VISIT LUBBOCK. THEY ARE ALL ABOUT NOT ONLY GROWING OUR COMMUNITY BY ADDING CITIZENS, BUT THEY ALSO GROW OUR COMMUNITY BY BRINGING VALUE, BY BRINGING IN SALES TAX & BY BRINGING IN INVESTMENT THAT GOES ON THE TAX ROLLS. THAT’S THE FUTURE & THAT’S HOW LUBBOCK CAN CONTINUE TO BE THE GREAT CITY THAT IT IS. ” 

Rob Allison, REA and Associates



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MESSAGE TO OUR STAKEHOLDERS



It has been my honor and pleasure to serve as Chairman of the Board for the Lubbock Economic Development Alliance (LEDA) and Market Lubbock, Inc. (MLI) this past year. I have been backed up by an outstanding Board of Directors made up of men and women from our community that share a commitment to public service and a love for Lubbock. Our Board is grateful for the team of tremendous professionals that make up the LEDA and Visit Lubbock staffs. These fellow citizens are the ones representing our community every day in places near and far. Take it from me when I say we are very well represented. Without the efforts of these professionals on a daily basis, none of the results you will read about in the coming pages would have been possible.

As the world grows smaller and smaller through technological innovations, the need for continued focus on local economic development is more critical than ever. The citizen's of Lubbock created LEDA a decade ago for the purpose of promoting economic development. LEDA fulfills that singular purpose by consistently creating high quality jobs in our community. As you will see in this report, fiscal year 2012 – 2013 was no exception. Whether through assistance to established local businesses or new businesses to Lubbock, job opportunities for Lubbock residents continue to grow. Thank you, Lubbock, for having that vision and courage a decade ago.

As you encounter visitors to Lubbock, I am sure you have heard that it's sometimes difficult or near impossible to find a hotel room. That's basically the job of Visit Lubbock and Lubbock Sports. We put "heads in beds" as the industry likes to say. In addition to promoting economic development, MLI, the umbrella organization for Visit Lubbock and Lubbock Sports, is responsible for promoting tourism. I am constantly amazed at the variety of groups and events that Lubbock hosts year-round. Whether it's a soccer tournament, a business convention or a Sanshou National Championship, Visit Lubbock and Lubbock Sports seek out groups looking for a place to hold their event. The "tax relief per household" these visitors provide can be found in the following pages. It's significant and a good reason to say a personal "thank you" when you encounter visitors in our city.

Both LEDA and MLI compete with other cities in Texas and in other states for jobs and tourist dollars. We know efforts must continue to improve our city, its facilities, infrastructure and workforce in both size and quality. We must have well-defined, objectively administered programs to encourage the kinds of jobs and capital investment needed to provide the best possible Lubbock experience for each and every visitor to our great city. We also know we must be good stewards of the tax dollars entrusted to us and work to multiply those dollars by growing businesses and household incomes in our community. LEDA and MLI are fully committed to those objectives.

Thank you for taking a few minutes to celebrate with us the results outlined in this report. These are not LEDA's or MLI's results, they are OUR results, each and every citizen of Lubbock, Texas.

MIKE MCDUGAL, Chairman of the Board





As predicted, this past year was very challenging for most economic development organizations across the nation. The national economy continued in a slow recovery mode, and companies put the brakes on expansion as they waited for both the results of the November elections and the implementation of the Affordable Health Care Act. While some states are recognizing businesses' need for a skilled workforce and are investing more, others are implementing laws that are affecting businesses' ability to operate. Both present challenges and opportunities for Lubbock to grow.

Our region continued to see positive economic indicators: people are buying things again, houses are being built, oil and gas leasing and production is up, Texas Tech University continues to add both students and new capital improvements and travel to Lubbock has increased. And thankfully, our agriculture friends finally received some much needed rain. Growth in Lubbock has been very positive and should continue at a steady pace.

Lubbock's economic development efforts are focused on growing primary jobs and tourism. Primary jobs come from any value-added service or product that gets exported from the region, thus bringing more dollars into our community. Unlike secondary jobs that circulate wealth, primary jobs create wealth for a community. Local companies growing and new companies moving to town creates more primary jobs, which not only brings more wealth to our community, but allows people wanting to stay or move to Lubbock an opportunity to find better-paying jobs and promising careers. Our efforts continue to help the citizens of Lubbock.

Tourism also brings outside dollars into our community. Tourists come, spend their money and then go back to where they live while not being a major user of tax-funded services. According to the Economic Impact of Travel on Texas, Lubbock saw an estimated 5.55 million visitors in 2012. These visitors helped grow our economy by spending more than \$767 million, a 59 percent increase since 2002. Lubbock's hotel inventory has increased 23 percent since 2005 with three new hotels in the construction phase and a few others in the planning phase. During the past year, total hotel revenue was up more than 12 percent. As a result of tourism, the average household in Lubbock saved more than \$486 on their property taxes this past year.

The Board of Directors and staff at LEDA and Visit Lubbock especially want to thank our many partners for their help with the accomplishments listed on the following pages. Without them and the hard work and efforts of all who willingly sit at the same table, we would not be successful. This annual report doesn't just show our achievements, but the strengths of everyone working together.

Before I close, I would like to introduce our new board members: Jim Gilbreath, owner of Gilbreath Property Company and a former Lubbock City Councilman; Tim Collins, owner of Collins Tile and a former chairman of the Lubbock Chamber of Commerce; Dr. Lance Nail, Dean of the Jerry S. Rawls College of Business at Texas Tech University; Calvin Davis, district director of the Small Business Administration; and Lance Peters, vice president of sales at Craftsman Printing, Inc. We appreciate their time and dedication to not just LEDA and Visit Lubbock but to improving and growing our community.

Thank you all for helping to bring prosperity and opportunities to Lubbock where our future remains brighter than ever. As always, my door is open to hear your thoughts and suggestions on how we can work to develop an even stronger, more prosperous Lubbock.

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 & STAFF



BOARD MEMBERS

Mr. Mike McDougal	<i>Chairman of the Board, President of McDougal Corporation</i>
Mr. Tim Collins	<i>Owner of Collins Tile Company</i>
Mr. Calvin Davis	<i>District Director for U.S. Small Business Administration</i>
Mr. Les Eubank	<i>President of PlainsCapital Bank</i>
Mr. Jim Gilbreath	<i>Owner of Gilbreath Property Co., L.C.</i>
Ms. Sandy Henry	<i>President of Science Spectrum & OMNI Theater</i>
Mr. Rob Meyer	<i>General Manager of Arbor Inn & Suites</i>
Dr. Lance Nail	<i>Dean of Jerry S. Rawls College of Business Administration at Texas Tech University</i>
Mr. Lance Peters	<i>Vice President of Sales at Craftsman Printers, Inc.</i>
Mr. David Sharbutt	<i>Investor</i>

LEDA & VISIT LUBBOCK STAFF

Mr. John Osborne	<i>President and Chief Executive Officer</i>
Ms. Jana Johnston	<i>Chief Financial Officer</i>
Ms. Holly Givens	<i>Director of Marketing & Communications</i>
Mr. Daniel Horsch	<i>Interactive Marketing Coordinator</i>
Ms. Alyssa Kitten	<i>Communications Coordinator</i>
Mr. Chris Rios	<i>Multimedia Graphic Designer</i>
Ms. Christine Allen	<i>Accounting, Human Resources, Director of Foreign Trade Zone</i>

LEDA STAFF

Mr. Kenny McKay	<i>Director of Business Retention</i>
Ms. Terri Duncan	<i>Director of Workforce Development</i>
Mr. Mike Hatley	<i>Director of Business Recruitment</i>
Mr. Chad Walker	<i>Project Manager, Business Recruitment</i>
Ms. Carolyn Rowley	<i>Project Manager, Business Recruitment</i>
Mr. Brent Woods	<i>Research Specialist</i>
Ms. Linda Davis	<i>Executive Assistant</i>
Ms. Rosalind Alexander	<i>Administrative Assistant</i>

VISIT LUBBOCK STAFF

Ms. Amy Zientek	<i>Director of Sales</i>
Ms. Lisa Grinstead	<i>Sales Manager</i>
Ms. Andrea Bodine	<i>Sales Manager</i>
Ms. Leigh Martzall	<i>Services Manager</i>
Mr. Scott Harrison	<i>Sports Director</i>
Mr. Cris Rohrer	<i>Sports Sales Manager</i>
Ms. Kameron Rogers	<i>Visitor Information Specialist</i>

ORGANIZATIONAL IMPACT & ROI

The teams at LEDA, Visit Lubbock and Lubbock Sports have had an outstanding year. Efforts spent on creating new jobs and salaries, conventions and meetings, sporting events and tourism promotion continue to keep Lubbock as one of the top cities for growing businesses and travel in Texas. Local business owners and tourists alike agree that Lubbock is a great place to visit and do business.



735 Total Jobs
\$11,040,565 Annual Payroll of Incented Jobs
\$77,808,986 Total Economic Impact



213 Conventions & Events
40,645 Room Nights
\$12,508,092 Total Economic Impact



147 Sporting Events
99,512 Room Nights
\$30,623,823 Total Economic Impact

“WHAT PEOPLE DON’T SEE AND REALIZE ARE THE TAX DOLLARS THAT ARE GENERATED WHEN VISITORS COME HERE BECAUSE THEY STAY AT HOTELS, THEY GO OUT TO EAT AND SHOP. THAT SALES TAX OFFSETS THE AVERAGE JOE’S TAX THEY HAVE TO PAY.”

Patti Jones, Lubbock County Commissioner

ANNUAL IMPACT OF LEDA/MARKET LUBBOCK, INC. LOCATIONS



	2012/13	Total <small>(since 2004)</small>	Average <small>(since 2004)</small>
Total Locations	9	122	13.6
Total Jobs*	735	5,432	603.6
Avg. # Jobs/Location	81.7		44.5
Total Capital Investment	\$17,983,000	\$394,227,235	\$43,803,026
Total Incented Annual Wages	\$11,040,565	\$144,574,962	\$16,063,885
Avg. Annual Wage of Incented Jobs	\$41,506		\$40,466
Percent Difference	10.6%		18.6%
Total Annual Economic Impact**	\$77,808,986	\$1,079,347,259	\$119,927,473
Total Cumulative Economic Impact		\$5,587,826,019	
Avg. Economic Impact/Job Created	\$105,863		\$198,702
Avg. Economic Impact/Location	\$8,645,443		\$8,847,109
Number of Jobs Created/Jobs Incented	2.8	15.3	1.7
Every \$1 committed to incentives generates an economic impact of	\$38	\$565	\$63

* 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 project employment earnings.

ANNUAL IMPACT OF VISIT LUBBOCK (CVB & LUBBOCK SPORTS)

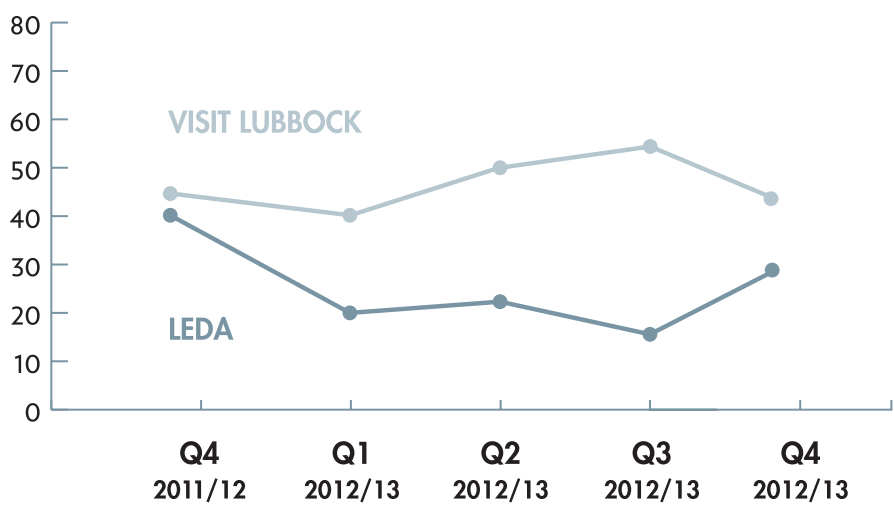


	2012/13	Total <small>(since 2004)</small>	Average <small>(since 2004)</small>
Total Conventions or Events	360	3,579	397.7
Total # of Room Nights	140,157	943,570	104,841.1
Avg. # of Room Nights/Convention or Event	389		263.6
Total Estimated Attendees	459,241	2,835,070	315,008
Avg. # Attendees/Convention or Event	1,276		812
Total Economic Impact***	\$43,131,915	\$297,361,790	\$33,040,199
Total Cumulative Economic Impact		\$297,361,790	
Avg. Economic Impact/Convention or Event	\$119,811		\$83,085
Avg. Economic Impact/Room Night	\$308		\$315
Avg. Economic Impact/Attendee	\$94		\$105
Avg. Amount of Incentives/Convention or Event	\$1,748		\$1,255
Avg. Amount of Incentives/Room Night	\$4.49		\$4.71
Avg. Amount of Incentives/Attendee	\$1.37		\$1.60
Every \$1 committed to incentives generates an economic impact of	\$68.52		\$67.44
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock		\$3,483.01	\$435.38

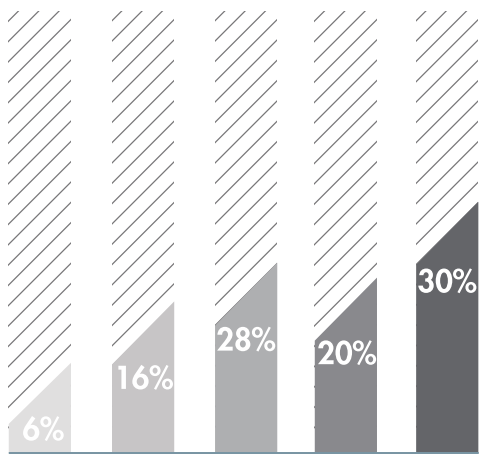
*** Includes only direct impact as computed using the 2009 economic impact study conducted by Randall Travel Marketing.

CURRENT PROSPECTS AS OF AUGUST 31, 2013

NEW PROSPECTS IDENTIFIED

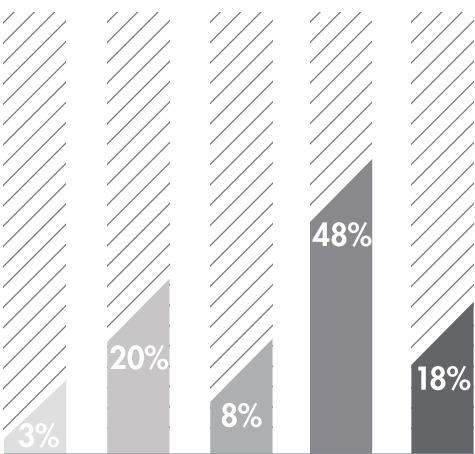


PROSPECTS BY REFERRAL



VISIT LUBBOCK

Ally Referral	5
Tradeshow	13
Rebooking	22
Direct Calls	16
Marketing Calls	23
Total	79



LEDA

Marketing Calls	3
Allies	18
Consultants	7
Direct Calls/Website	42
Office of Economic Dev.	18
Total	88

PROSPECTS BY NAICS* CODE

Description	Total	Percent
Oil & Gas Extraction	1	1%
Food Products Manufacturing	7	8%
Textile Mills	1	1%
Printing & Related Support Activities	1	1%
Petroleum Products Manufacturing	1	1%
Chemical and Pharmaceutical Manufacturing	3	3%
Rubber & Misc. Plastics Manufacturing	3	3%
Fabricated Metal Product Manufacturing	6	7%
Industrial Machinery Manufacturing	8	9%
Electrical & Measuring Equipment Mfg.	2	2%
Transportation Equipment Manufacturing	2	2%
Miscellaneous Manufacturing	14	16%
Merchant Wholesalers, Durable Goods	6	7%
Merchant Wholesalers, Non-Durable Goods	7	8%
Transportation	3	3%
Publishing Industries	1	1%
Data Processing, Hosting & Related Services	1	1%
Insurance Carriers	5	6%
Professional, Scientific & Technical Services	5	6%
Management of Companies	3	3%
Administrative & Support Services	9	10%
Total	89	

** North American Industry Classification System (NAICS)*

PROSPECTS BY MARKET

Association	30	35%
Education	7	8%
Government	3	4%
Group Travel	3	4%
Military	2	2%
Other	6	7%
Religious	21	25%
Reunion	5	6%
Social or Fraternal	8	9%
Total	85	

PROSPECTS BY SPORT

Basketball	2	25%
Combat	1	13%
Running	1	13%
Softball	1	13%
Other	3	38%
Total	8	

LEDA LOCATION ANNOUNCEMENTS

2012 - 2013

Company	Total Jobs	Capital Investment	Incented Annual Wages	Annual Economic Impact*
1 Shearer’s Foods, Inc.	14	\$2,600,000	\$447,614	\$2,973,146
2 Pentair Ltd.	9	undisclosed	—	1,210,466
3 Tyco Fire Protection Products (Tyco)	81	3,150,000	932,071	7,226,869
4 Convergys	250	undisclosed	—	10,361,416
5 AmpliSine Labs, LLC.	115	1,025,000	5,076,960	9,193,694
6 Professional Rebuild & Optimal Service, LLC. (The PROS Company)	29	1,180,000	1,127,200	2,834,710
7 SERVCO Chemical	23	4,200,000	1,480,000	7,140,138
8 Custom TeleConnect, Inc.	163	228,000	226,720	17,719,593
9 Republic National Distributing Company	51	5,600,000	1,750,000	19,148,954

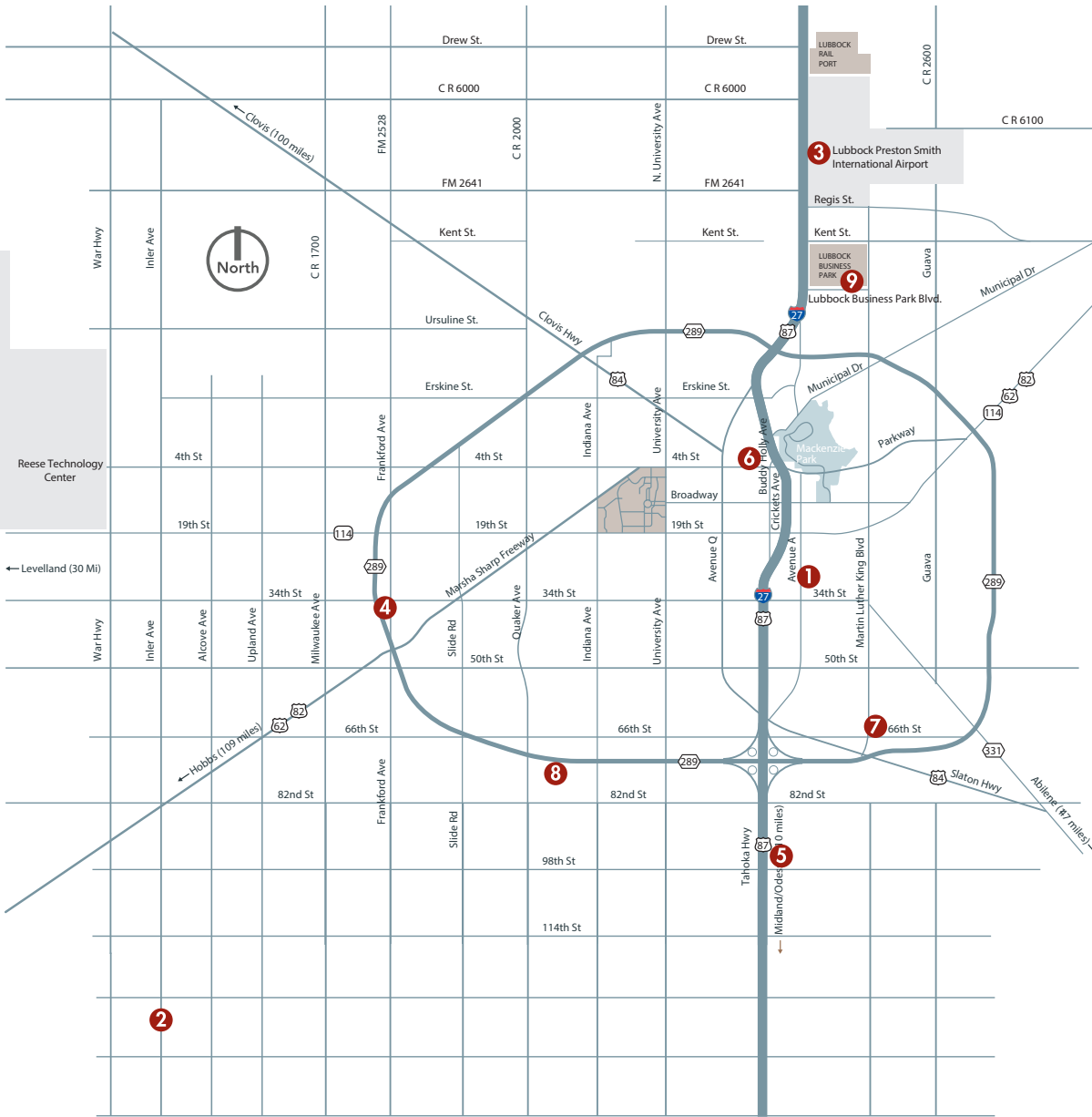
**Annually, once fully operational. Includes both direct and indirect, but not induced.*

“ THERE ARE A LOT OF CITIES AND STATES ACROSS THE COUNTRY THAT TAKE SMALL BUSINESSES FOR GRANTED, AND LUBBOCK IS NOT ONE OF THEM AND LEDA IS THE BIG REASON WHY. ”

Rhett Newberry, General Manager, The PROS Company

LEDA continues to seek out businesses that will not only diversify Lubbock’s industry composition, but those that will have a positive impact within the community through their products and services, as well as by employing local residents and providing valuable workforce training.

For the upcoming fiscal year 2013 – 2014, LEDA plans to target the following operations and industries (but not limited to) to move to Lubbock: Headquarters, Manufacturing, Research and Alternative Energy.



LEDA LOCATION HIGHLIGHTS



AMPLISINE LABS, LLC. specializes in developing and commercializing new technology, specifically with regards to automation and control, electrical construction work, wireless communications, data management and highly engineered software-based systems.

The company is expanding their Lubbock location with the addition of 115 new jobs over the next five years. The company plans to make a capital investment of at least \$1,025,000.



CUSTOM TELECONNECT, INC. is a full-service operator service provider focused toward the telecommunications industry. The company is headquartered in Las Vegas and currently has locations in both Las Vegas and Lubbock.

There are currently around 40 employees in the Lubbock office and the expansion will add 163 new employees over the next few years. These jobs will total close to \$3.5 million in annual salaries with a capital investment of approximately \$228,000.



PROFESSIONAL REBUILD & OPTIMAL SERVICE, LLC. (THE PROS COMPANY) is a full-service machine shop that rebuilds and restores air and gas compressing units to their Original Equipment Manufacturer (OEM) specifications. The company plans to expand their existing facility downtown to double their capacity.

Over the next five years, 29 new jobs will be created resulting in total combined salaries of \$1,127,200 and a capital investment of \$1.1 million.



REPUBLIC NATIONAL DISTRIBUTING COMPANY (RNDC)

is the nation's second largest premium wine and spirits distributor. The company is consolidating their Amarillo and Odessa distribution centers to create one, West Texas, distribution center in Lubbock.

The company plans to build a 125,000-square-foot facility at the Lubbock Business Park for their distribution center. Over the next five years, RNDC will create 51 new jobs with total annual salaries equaling \$1.75 million and a capital investment of \$5.6 million.



SERVCO CHEMICAL, currently based in Hereford, Texas, is relocating their company to Lubbock. They are a family-owned, customer-focused, specialty chemical manufacturer and distributor. For more than 25 years, SERVCO Chemical has focused on products formulated to pre-set standards that guarantee product consistency and enhanced performance.

Their relocation to Lubbock will create 23 new jobs resulting in \$1.48 million in combined salaries and more than \$4.2 million in capital investments.



SHEARER'S FOODS, INC. has grown nationally from two plants to six plants since moving to Lubbock years ago. In that time, the company has invested around \$35 million in new capital investment and hired more than 200 employees in Lubbock.

Shearer's Foods, Inc. is planning another expansion at their Lubbock location with the addition of 14 new jobs over the next five years. These jobs will result in total combined salaries of \$447,614 and a capital investment of \$2.6 million

LEDA SIGNIFICANT EVENTS & ACTIVITIES



“DRILLING DOWN” OIL & GAS LUNCHEON

LEDA, Texas Tech University and the Permian Basin Petroleum Association partnered together to bring the first-ever oil and gas luncheon to Lubbock on April 12, 2013. Speakers from two highly recognized companies in the industry discussed the future and potential for Lubbock in the oil and gas industry at the sold-out event. “Drilling Down II,” a follow-up, full-day conference is scheduled for October 31, 2013.



LUMMUS CORPORATION MOVE IN

Lummus Corporation, the world’s leading full-line supplier of machinery and replacement parts for the cotton ginning industry, moved into their new building at the Lubbock Business Park. This facility will now serve as the world parts manufacturing headquarters for the company. The company invested \$5 million in new capital improvements. Lummus plans to host an official grand opening and press conference in spring of 2014.



RAIL & UTILITY UPGRADES MADE AT THE LUBBOCK RAIL PORT

With the assistance of a \$1.5 million matching grant from the United States Economic Development Administration, LEDA has continued to make significant infrastructure improvements, including utility upgrades, to the Lubbock Rail Port. During the past year, three 10-acre lots became available to market to potential businesses.



SOUTH PLAINS CENTER FOR PRODUCTIVITY & INNOVATION (SPCPI) GRAND OPENING

Local businesses and their employees can now benefit from specialized education and training programs offered at the SPCPI, which opened in March 2013. SPCPI is an initiative of the Community Workforce Partnership, a group of local organizations dedicated to meeting the workforce needs of local businesses and industries. The center provides training at no cost to area businesses.



SUNGOLD FOODS, INC. CELEBRATES GRAND OPENING

Red River Commodities has been a part of the Lubbock community since 1995 and has been producing bird seed at a Lubbock plant since 2011. The company decided to embark on a major expansion in Lubbock this year in partnership with SunGold Foods, Inc. The new plant, which began operations in December 2012, produces roasted, salted and seasoned in-shell sunflower seeds for snack foods that are available to consumers throughout the United States and international markets.



WAGE AND BENEFIT SURVEY

LEDA continued its partnership with the Lubbock Chamber of Commerce, Workforce Solutions South Plains and the Lubbock Chapter of the Society of Human Resource Managers to conduct an annual Wage and Benefit Survey. This year, 80 organizations and their employees participated in the survey, providing local employers with crucial information on 81 positions regarding wage rates and benefits of various occupations across all industry sectors.

“ I THINK LEDA PLAYS AN IMPORTANT ROLE IN SELLING LUBBOCK TO INDUSTRIES AND GETTING THE JOBS THAT WILL IMPROVE THE QUALITY OF LIFE IN LUBBOCK. ”

Robert Taylor, President of United Supermarkets



VISIT LUBBOCK & LUBBOCK SPORTS EVENTS



The Visit Lubbock and Lubbock Sports Team continue to work hard to promote the “Hub City” as a place that offers a variety of meeting spaces and sporting facilities, as well as easy access and unmatched hospitality. This year, meeting planners and sports teams from across the country and around the world traveled to Lubbock to host their event. Moreover, 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 & Lubbock Sports Team.

Because of the events and meetings held in Lubbock in 2012, more than \$486 was saved per household in property taxes.

CVB			
Group Name/Event	Rooms Tracked	Estimated Attendees	Economic Impact
Medical Library Association <i>Annual Meeting</i>	440	285	\$135,405
Missionary Baptist <i>General Convention of Texas</i>	700	1,500	215,418
North American Colleges and Teachers of Agriculture <i>Judging Conference</i>	402	1,200	123,711
Texas Association for Pupil Transportation <i>Annual Conference & Trade Show</i>	1,287	650	396,061
Texas Payroll Conference <i>Annual Conference</i>	970	350	298,507
Texas Recreation and Parks Society <i>Annual Statewide Institute & Expo</i>	1,161	1,000	357,286
Texas State Association of Firefighters <i>Biennial Convention</i>	829	420	255,116
Texas Travel Counselors Conference/Texas Travel Industry Association Travel Fair <i>Annual Conference</i>	476	250	146,484
Society of Environmental Journalists <i>Annual Conference</i>	825	600	253,885
Woodmen of the World <i>Biennial Convention</i>	606	600	186,490
All Other Events (197)	32,949	206,824	10,139,725
Total	40,645	213,679	12,508,092

“ THE LUBBOCK SPORTS TEAM DOES A GREAT JOB AT COORDINATING WITH US TO MAKE SURE THE VENUES COME OFF WELL. AS A RESULT, THE FANS & TEAMS LOVE COMING HERE. ”

David Vroonland, Superintendent of Frenship ISD Schools

LUBBOCK SPORTS			
Sporting Events Serviced	Rooms Tracked	Estimated Attendees	Economic Impact
AMBUCS Caprock Basketball Tournament	3,400	5,600	\$1,046,316
Ironman 70.3 Buffalo Springs Lake	7,087	2,800	1,915,681
NJCAA Division 1 Men’s National Golf Championship	2,000	616	615,480
NJCAA National Indoor Championship Track Meet	1,100	1,170	338,514
Panhandle National Wrestling Tournament	1,986	3,180	611,171
Premier Baseball Sophomore National Championship	4,500	2,744	1,384,830
Texas Six-Man Coaches Clinic & All-Star Week	2,750	3,175	846,285
The Color Run	2,500	15,000	790,350
UIL (Total Sports & Academic Events) (20)	13,173	33,921	4,053,595
USSSA Girls Fastpitch Goliath 10gg (2)	5,427	14,925	1,670,10
All other events (117)	55,844	162,431	17,185,432
Total	99,512	245,562	30,623,823



VISIT LUBBOCK HIGHLIGHTS



SERVICING

The Society of Environmental Journalists Annual Conference was hosted in Lubbock for the first time in October 2012. The conference brought together 600 attendees from around the globe to discuss the many facets of environmental stories and to help journalists to improve the quality and accuracy of environmental news reporting.



In June 2013, Visit Lubbock hosted the Texas Association for Pupil Transportation's 40th Annual Conference and Trade Show bringing around 650 attendees to Lubbock. The conference provided information specific to each level of transportation operations, networking events, classes and a trade show.



More than 400 payroll professionals from Texas and the surrounding states gathered in Lubbock for the 23rd Annual Texas Payroll Conference in September 2012. Led by industry experts, the conference featured a variety of general sessions and 50 payroll-related workshops focused on industry news and trends.



The Texas Recreation and Parks Society held the organization's annual statewide Institute and EXPO in Lubbock in March 2013. Around 1,000 attendees attended the event to participate in educational sessions and tours of Lubbock.



Lubbock hosted the 43rd Biennial Texas State Association of Firefighters (TSAFF) Convention in June 2013. An estimated 420 people attended the event, which is held every two years to decide the group's goals and objectives and to elect officers of the TSAFF.



In April 2013, more than 150 Texas Travel Counselors gathered in Lubbock for the 58th Annual Texas Travel Counselors Conference. The Texas Travel Counselors work in the Texas Department of Transportation Travel Information Centers, American Automobile Association offices, city visitor centers and more. During the conference, the Texas Travel Industry Association hosted their annual Travel Fair where communities and attractions from around Texas made up the 80 booths in attendance.



Texas Travel Counselors Conference

**LIVING PROOF LIVE
WITH BETH MOORE**

SALES

Heading to Lubbock in July 2014 is the famed event, Living Proof Live with Beth Moore. This two-day production is geared toward women’s Bible study, and an estimated 12,000 people will fill Texas Tech University’s United Spirit Arena for the event. In addition, Visit Lubbock will host a pre-conference for women’s ministry leaders titled You Lead, which will be held the day before Living Proof Live. This two-day event will book around 1,525 room nights and result in an estimated economic impact of \$469,303.

**DELTA KAPPA
GAMMA SOCIETY
INTERNATIONAL
STATE CONVENTION**

In June 2014, Visit Lubbock will welcome the 85th State Convention Texas State Organization/Delta Kappa Gamma Society International to Lubbock. This international society for women educators will bring around 1,000 delegates to Lubbock and 945 room nights. The event will result in an estimated economic impact of \$290,814.

**COUNTY JUDGES AND
COMMISSIONERS
ASSOCIATION OF
TEXAS**

The County Judges and Commissioners Association of Texas is returning to the city where its first meeting was ever held. In 1935, this group gathered for the first time in Lubbock, and now they are bringing their six-night event back in June 2015. The group estimates around 300 people and 815 room nights for the event, which will result in an estimated economic impact of \$410,217.

**TAX ASSESSOR
COLLECTOR
ASSOCIATION ANNUAL
CONFERENCE**

In September 2014, the Tax Assessor Collector Association will host their annual conference in Lubbock. Having been to the “Hub City” in 2005 for the event, the group will gather here again for their three-night event bringing around 400 people and 1,333 room nights. The event will result in an estimated economic impact of \$226,189.

LUBBOCK SPORTS HIGHLIGHTS



SERVICING

South Plains College and Lubbock Sports teamed up in May 2013 to host the NJCAA Division I Men’s National Golf Championships at Texas Tech University’s Rawls Course. This was the first time for Lubbock to be the host of this prestigious event, which featured the top 125 players in junior college golf. The event saw more than 600 attendees and resulted in an economic impact of \$615,480.



Athletes from all over the country and the world gathered in Lubbock to compete in the annual Ironman 70.3 at Buffalo Springs Lake on June 30. The event included a variety of races, a fitness expo and official race. Around 2,800 athletes and spectators attended the event, which resulted in an estimated economic impact of more than \$1.9 million to the local economy.



More than 100 softball teams from 20 different cities in West Texas and Eastern New Mexico competed in the July 2013 ASA West Texas All Star Tournament. The league is the largest fastpitch league in West Texas and Eastern New Mexico representing 700 girls ages 5 – 14. The tournament resulted in an economic impact of more than \$1.4 million.



The Color Run was hosted in Lubbock for the first time in March 2013. Organizers anticipated around 7,000 runners and were blown away by the 13,500 tickets sold based on the venue capacity. The economic impact to Lubbock was around \$770,000. Because the event drew enormous crowds, another Color Run has been planned for 2014.



The ASCO Football Classic was a four-day charity event capped off by a senior, all-star football game. This event has been hosted in Lubbock for nine years and this year brought around 2,640 attendees. The proceeds from the event benefit former West Texas high school football players who were permanently injured on the football field. The all-star game is a chance for the players to showcase their talent one last time before graduation.



Ironman 70.3 at Buffalo Springs Lake



The Color Run

PREMIER BASEBALL SOPHOMORE NATIONAL CHAMPIONSHIP

SALES

Premier Baseball, a youth baseball organization composed of 28 programs throughout the United States and Canada, started as one tournament with 12 teams. Today, the organization holds three tournaments, each with an average of 48 participating teams. Lubbock has hosted the tournaments for the past two years and will host these events again next year. The largest tournament of the three, the Sophomore National Championship, brought in more than \$1.38 million to the local economy in July 2013. Lubbock Sports continues to host the tournaments due to the range of available facilities, ease to get around the city and the impeccable hospitality that coaches, athletes, scouts and families receive when visiting the “Hub City.”

SOUTHERN REGION VOLLEYBALL ASSOCIATION (SRVA) SUN COUNTRY REGIONAL VOLLEYBALL TOURNAMENT

An estimated 3,000 room nights will be booked in April 2014 during the SRVA Sun Country Regional Volleyball Tournament in Lubbock. Hosted in the “Hub City” two years ago, the tournament organizers voted to bring the event back to Lubbock due to the abundance of available facilities, ease to get around the city, ease to get from hotels to tournament facilities and West Texas hospitality delivered by the Lubbock Sports Team.

TEXAS STATE UNITED STATES BOWLING CONGRESS (USBC) WOMEN’S TOURNAMENT

While most people don’t think of bowling as a main sport in West Texas, the Lubbock Sports Team has worked hard to ensure almost every sport has a place to meet in the “Hub City.” Because of the relationships developed, Lubbock Sports is excited to bring the USBC Women’s Tournament to Lubbock in May and June of 2014. Over the course of six weekends, 100 teams per weekend (500 bowlers per weekend) will compete for the win. The economic impact this tournament will bring to Lubbock is estimated to be around \$2.1 million. South Plains Lanes and Whitewood Lanes will host the event.

OIL RICH, BUT TALENT DRY?

LUBBOCK, TEXAS IS WHERE OIL GOES TO WORK.

LUBBOCK
LABOR POOL

147,150

★ Young
★ Talented
★ Skilled

QUALIFIED
GRADUATES

16,000

Annual
College & University
Graduates

FIELD READY
DEGREES

18

Oil & Gas
Industry Related
Degrees & Certifications

Consider Lubbock when you are ready to relocate, expand or start from the ground up. Our quality of life is rich and so are the resources. See all that Lubbock has to offer at LubbockEDA.org.

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

LubbockEDA.org ★ 800.687.5330

LOOKING FOR A TURNKEY EXPANSION?

LUBBOCK, TEXAS IS WELL INVESTED.

LUBBOCK
BUSINESS PARK

333

Acres Available
for Development

LUBBOCK
RAIL PORT

\$3.2

Million
Rail and
Infrastructure
Upgrade

WORKFORCE
INCENTIVES

147,150

Young, Talented
and Skilled Workers
Make Up Lubbock's
Labor Pool

To meet the demands and needs of national and international companies looking to expand, relocate or start from the ground up, we've invested in infrastructure. Consider Lubbock, we've got room for you in the city where oil goes to work. See all that Lubbock has to offer at LubbockEDA.org.

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COST OF DOING BUSINESS OVERSHOT?

LUBBOCK, TEXAS IS LIVING WELL.

LET US PROVE OUR POINT.

HOTEL
STAY

\$78.59

Average
Nightly Rate

Source: STR Report

APARTMENT/
HOUSING

\$747

Average
Monthly Rent

Source: 2011 ACS

LOW COST
OF LIVING

#28

National
Ranking

Source: C2ER

WE'VE GOT ROOM FOR YOU IN THE CITY WHERE OIL GOES TO WORK.

We offer a Free Custom Comparative Analysis that includes a data comparison of Lubbock and up to two cities of your choice in the following categories:

Median Wage Comparison

Cost of Living Comparison

State Tax Costs

Rental Rates

Median Housing Value & More

You'll see for yourself why Lubbock, Texas is living well. Go to LUBBOCKEDA.ORG/CONTACT-LUBBOCK.ASPX or call 800.687.5330 to request your Free Custom Comparative Analysis.

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

NEW, CURRENT & LIVE.

LUBBOCKEDA.ORG

About LEDA | Why Lubbock? | Industry Strengths | Real Estate | Data & Map Center | News Center

WHY LUBBOCK?

If your business has an interest in locating its headquarters and operations Lubbock is the place for you to grow and prosper.

Workforce Data and Population Statistics

Cost of Living, Tax and Utility Information

Lubbock Business Park and Lubbock Rail Port

Available Real Estate and Interactive Maps

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

800.687.5330 | Lubbock, Texas

IN LUBBOCK, TEXAS, OUR QUALITY OF LIFE IS RICH AND SO ARE THE RESOURCES.

LET US PROVE OUR POINT.

LUBBOCK LABOR POOL

147,150

★ Young ★ Talented ★ Skilled

Source: Texas Workforce Commission

QUALIFIED GRADUATES

16,000

Annual College & University Graduates

Source: University Admission's Offices

FIELD READY DEGREES

18

Oil & Gas Industry Related Degrees & Certifications

Source: LEDA

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Average Monthly Rent

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National Ranking

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LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

LubbockEDA.org ★ 800.687.5330

SET YOUR SITE ON
LUBBOCK, TEXAS

RECOILING FROM STATE
GUN LAW
CHANGES?

GIVE US A SHOT

MARKETING & COMMUNICATIONS



LEDA

Publications & Digital Media

The Marketing & Communications Team ran advertisements in the following publications and websites:

- Area Development
- Business Xpansion Journal
- Global Trade Magazine
- Inbound Logistics
- Oil & Gas Investor
- Oil & Gas Journal
- Permian Basin Oil & Gas Magazine
- SBA Resource Guide
- Site Selection 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, design and photography for all organizations. The past year kicked off with a brand redesign of Visit Lubbock that included a new advertising campaign, digital campaign and local awareness campaign. The year also included several brand new LEDA marketing pieces geared toward site selectors and targeted industries.

LEDA

Digital

The new LEDA website launched in the fall of 2012 and continues to receive praise for its ease of use, readability and attractive look. Since launching, the website has welcomed more than 5,000 visitors.



Social Media



Over the past year, more than 22,500 people saw posts related to LEDA on the LEDA Facebook page. Since launching the LEDA Twitter account in the fall of 2012, the page has gained 191 followers.

“YOU HAVE TO BE VISIBLE AND IF YOU HAVE SOMEONE MAKING YOU VISIBLE, THEN YOU CAN GO TO THE NEXT STEP. I THINK LEDA REALLY CREATES THE ENTRY LEVEL FOR LUBBOCK TO TELL THEIR STORY.”





THIS IS WEST TEXAS



WE'RE ALL ABOUT
MAKING A
SCENE

Beautiful sunsets and golden pastures aren't the only scenery Lubbock is known for. Music is a way of life around this part of Texas. Lubbock's such as Buddy Holly, Waylon Jennings, Richie McDonald, Mac Davis and even Natalie Maines of the Dixie Chicks have set the stage for the unique new artists that make up our landscape today. Come visit and experience the legacy of West Texas.



VISITLUBBOCK.ORG 800.692.4035



Blue Light Live | Josh Weathers Band





THIS IS WEST TEXAS



DEEP IN THE
HEART

The stars aren't the only things that are big and bright in Texas. With skies that are wide and high, Lubbock is the place for romance. Whether on a first date or enjoying a night on the town with friends, West Texas sunsets provide the perfect backdrop.



VISITLUBBOCK.ORG 800.692.4035



The Roof at Blue Mesa Grill



THIS IS WEST TEXAS





2013

★ VISITLUBBOCK.ORG 800.692.4035 ★





2013

LIVE LOVE
LUBBOCK





2013

LIVE LOVE
LUBBOCK



DEEP IN THE HEART
THE STARS
AREN'T THE ONLY THINGS THAT ARE
BIG & BRIGHT IN TEXAS

With skies that are wide and high and sunsets that provide the perfect backdrop, Lubbock is the place for romance.



THIS IS WEST TEXAS



WINE UP ★ WINE DOWN
WINE ALL
OVER TOWN

We're proud to be home to five award-winning wineries and acres upon acres of vineyards. So come, savor a glass and enjoy a tour.



THIS IS WEST TEXAS

— ★ | 26

MARKETING & COMMUNICATIONS



Visit Lubbock and Lubbock Sports Publications & Digital Media

The Marketing & Communications Team ran advertisements in the following publications and websites:

- Association News
- Collaborate
- Connect
- Courier
- CVENT
- Facebook.com
- Group Tour Magazine
- Meeting Planner Guide
- One+
- Plan Your Meetings
- Rejuvenate
- See Texas First
- Shop Across Texas
- Society of American Travel Writers Membership Directory
- Southern Living
- Sports Destination Management
- SportsEvents
- Sports Lubbock Monthly
- SportsLubbock.com
- Sports Planning Guide
- TexTraveler.com
- Texas Events Calendar
- Texas Highways
- TexasHighways.com
- Texas Meeting Planner Guide
- Texas Meetings + Events
- Texas Monthly
- TexasMonthly.com
- Texas Society of American Executives Membership Directory
- Texas Sports Facility Guide
- Texas State Travel Guide
- TexasTech.com
- Texas Tour & Meeting Guide
- Texas Tour & Meeting Guide International
- TourTexas.com
- USSSA Today

VISIT LUBBOCK

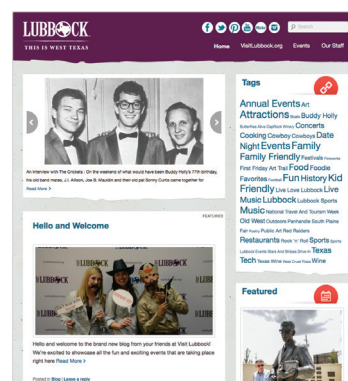
Digital

The Visit Lubbock website is in the process of undergoing a complete redesign. In the meantime, the Marketing & Communications Team developed an updated look for the current site incorporating the new brand guidelines. Over the last year, more than 162,000 unique visitors checked out the website, and 65 percent of those visitors came from outside of Lubbock.



Visit Lubbock Blog

The Visit Lubbock blog launched in May 2013 and has since seen around 3,200 visitors, an outstanding number in such a short time period. To date, the Marketing & Communications Team has published 40 articles highlighting local events, attractions, restaurants and more in the Lubbock area.



Social Media



Visit Lubbock's social media channels are steadily growing in followers, fans, likes and more! Facebook continues to be the No.1 social platform, with 7.2 million people viewing the Visit Lubbock page over the past year. Since August 2012, Visit Lubbock's YouTube videos have been watched more than 5,500 times, which is 118 hours of viewing (or just under five days). Newest on the social scene is Visit Lubbock's Instagram, which is quickly gaining in popularity with more than 1,200 followers.



HONORS, AWARDS & APPOINTMENTS

W.O. LAWTON BUSINESS LEADERSHIP AWARD



ORGANIZATIONAL

In March 2013, the National Association of Workforce Boards announced that LEDA won the prestigious W.O. Lawton Business Leadership Award, the only one to be presented during 2013 to any company in the nation. Submitted on behalf of Workforce Solutions South Plains, a steadfast partner of LEDA's, the award honors an outstanding business in the U.S. for their contribution to developing the skilled workers required by employers, as well as programs that offer its citizens the opportunity for self-sufficiency and career growth.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL (IEDC) EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS

The IEDC recently awarded LEDA two Excellence in Economic Development Awards. The 2011–2012 Year In Review piece, which was given at last year's Economic Forecast Luncheon, was a Gold Award recipient. LEDA's Site Selector marketing piece was a Silver Award recipient.

CERTIFICATE OF ACHIEVEMENT FOR ECONOMIC EXCELLENCE AWARD FROM TEXAS ECONOMIC DEVELOPMENT COUNCIL (TEDC)

LEDA was recognized during the 2013 Mid-Year TEDC Conference for their achievement in Economic Excellence for the year 2012. 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, professional membership and activities and organizational effectiveness of the staff.

READERS' CHOICE AWARD BY SPORTSEVENTS MEDIA GROUP

Lubbock Sports was honored with a 2013 Readers' Choice Award from SportsEvents Media Group. Nominations consisted of sports commissions, convention and visitors bureaus or sports events venues. Winners were chosen by online voters who believe these organizations display exemplary creativity and professionalism toward the groups they host.

VISIT LUBBOCK ACCREDITATION

Visit Lubbock maintained its accredited convention and visitors bureau designation by Destination Marketing Association International (DMAI). DMAI is the world's largest association of destination marketing professionals.

IDEA FAIR AWARDS BY THE TEXAS ASSOCIATION OF CONVENTION & VISITOR BUREAUS (TACVB)

Visit Lubbock took home the People's Choice awards for Advertising Campaign and Local Awareness Campaign and the Judges' Choice Awards for Local Awareness Campaign and National Travel & Tourism Week Campaign at the TACVB's Annual Idea Fair.



**EXECUTIVE BOARD
FOR TEDC**

INDIVIDUAL

TEDC is the premier statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas. John Osborne, president and CEO of LEDA and Market Lubbock, Inc., currently serves as treasurer on the TEDC Executive Board.

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**TEXAS TRAVEL
INDUSTRY
ASSOCIATION (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. John Osborne was appointed in September 2011 to serve a two-year term.

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**TEXAS
MANUFACTURING
ASSISTANCE CENTER
(TMAC) BOARD OF
DIRECTORS**

TMAC exists to enhance the global competitiveness of the extended manufacturing enterprise in Texas. Terri Duncan, director of workforce development for LEDA, is serving the second year of a two-year term.

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**TACVB BOARD OF
DIRECTORS**

TACVB provides cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas. Amy Zientek, director of sales for Visit Lubbock was elected to serve on this board in September 2010 for a three-year term.

.....

**DESTINATION
MARKETING
ASSOCIATION
INTERNATIONAL
(DMAI) SALES
& MARKETING
COMMITTEE**

The DMAI Sales & Marketing Committee’s purpose is to develop and execute strategies to advocate the value of destination marketing organizations to meeting planners. Amy Zientek is serving on this committee as well as the Custom Adoption Subcommittee.

.....

**HIGH GROUND OF
TEXAS BOARD OF
DIRECTORS**

High Ground of Texas represents cities, counties and organizations in the West Texas region with the main purpose to create jobs and increase the tax base of the region. The organization is membership-based and is supported by a 15 person board. John Osborne currently serves on the Board of Directors.

**SOUTH PLAINS
WORKFORCE
DEVELOPMENT BOARD
OF DIRECTORS**

The South Plains Workforce Development Board is a portion of the Texas Workforce Commission, which is charged with overseeing and providing workforce development services to employers and job seekers of Texas. John Osborne serves on the Board of Directors overseeing economic development.

**CAPROCK
BUSINESS FINANCE
CORPORATION**

LEDA’s Director of Business Recruitment, Mike Hatley, joined the Caprock Business Finance Corporation’s Board of Directors. The Caprock Business Finance Corporation creates economic development opportunities, provides affordable long-term financing for business expansion and provides small businesses with access to public capital markets.

**TTIA RISING STAR
AWARD**

Amy Zientek received the coveted Rising Star Award from TTIA in September. The TTIA Rising Star Award was created to recognize young professionals who have demonstrated leadership and commitment to the Texas travel industry through their accomplishments.

**LEADERSHIP
LUBBOCK**

Carolyn Rowley, project manager for business recruitment for LEDA, was chosen as a member of the 2013–14 Leadership Lubbock class. Leadership Lubbock is an annual program that gives class members an in-depth look at the community through its main government and social institutions.

**IEDC CERTIFIED
ECONOMIC DEVELOPER**

Carolyn Rowley has renewed her certificate to become a Certified Economic Developer by IEDC. The certification is awarded upon the completion of various courses and testing. IEDC’s Certified Economic Developers are acknowledged around the world as having achieved the pinnacle of excellence in the economic development field.

**TEXAS FRIENDLY
HOSPITALITY
CERTIFICATION**

Holly Givens, director of marketing and communications for LEDA and Visit Lubbock, and Daniel Horsch, interactive marketing coordinator for LEDA and Visit Lubbock, received their Texas Friendly Hospitality Certification in June 2013. The Texas Friendly Hospitality Program focuses on creating an environment that fosters best practices in customer service.



Carol Howell, *Silent Wings Museum-Night Flight*

**1500 BROADWAY, 6TH FLOOR
LUBBOCK, TEXAS 79401**

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

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LUBBOCKEDA.ORG

VISIT LUBBOCK | LUBBOCK SPORTS

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FAX 806.747.1419

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