



— 2013-2014 —
YEAR IN REVIEW

presented by:



“WE WANT PEOPLE TO COME TO LUBBOCK WHETHER THEY ARE PERSPECTIVE STUDENTS OR HERE TO ATTEND VARIOUS EVENTS, AND WE WANT THEM TO HAVE A GREAT EXPERIENCE. IT DOESN'T JUST COME FROM WHAT WE DO HERE AT TEXAS TECH, BUT IT COMES THROUGH THE SUPPORT OF AGENCIES LIKE LEDA, VISIT LUBBOCK AND LUBBOCK SPORTS.”

M. Duane Nellis, Ph.D., President of Texas Tech University

TABLE OF CONTENTS

Message To Our Stakeholders 04

Company Purposes 06

Board & Staff 07

Organizational Impact & ROI 08

Current Prospects 10

LEDA Location Announcements 12

LEDA Location Highlights 14

LEDA Significant Events & Activities 16

Visit Lubbock & Lubbock Sports Events 18

Visit Lubbock Highlights 22

Lubbock Sports Highlights 24

Marketing & Communications 27

Honors, Awards & Appointments 30

MESSAGE TO OUR STAKEHOLDERS



It has been my honor and privilege to serve on the boards of LEDA and Market Lubbock/Visit Lubbock for the past eight years, the last two as chairman. I have served alongside two outstanding Boards of Directors made up of men and women from our community that share a commitment to public service and a love for Lubbock. Our boards are grateful for the team of tremendous professionals that make up LEDA and Market Lubbock/Visit Lubbock management. These fellow citizens represent 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 fine individuals on a daily basis, none of the results you will read about in the coming pages would have been possible.

Over the past two decades, the citizens of Lubbock have asked for more economic growth and opportunities. LEDA fulfills that purpose by attracting and growing high quality jobs and investments in our community. As you will see in this report, 2014 was no exception. Through assistance to industries as varied as shaved ice to advanced cancer detection technologies, we work with local businesses or new businesses to provide better job opportunities for Lubbock residents. Thank you Lubbock for having that vision and courage long ago. As the world grows smaller and smaller through technological innovations, the need for continued focus on local economic development is more critical than ever.

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. I am constantly amazed at the variety of groups and events that Lubbock hosts year-round. Whether it's a regional flag football championship, an annual state convention or a National Sanshou Tournament, the Visit Lubbock and Lubbock Sports Teams seek out groups looking for a location 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 see visitors in our city.

Both LEDA and Market Lubbock/Visit Lubbock 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 Market Lubbock/Visit Lubbock 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 Market Lubbock/Visit Lubbock's results, they are OUR results, each and every citizen of Lubbock, Texas.

A handwritten signature in black ink, reading "Mike McDougal".

Mike McDougal, Chairman of the Board





The importance of partnerships has been a central goal of each organization throughout the year. It's because of our partners that we are able to ensure short- and long-term success in the Lubbock community.

To jump start the year, the LEDA Team began work with TIP Strategies, an economic development consulting firm, on an economic development strategic plan for Lubbock. We analyzed target industry clusters and also identified a number of key economic development issues in the Lubbock region. We're excited to officially kick off the implementation of the new strategic plan with the Lubbock Economic Forecast Luncheon.

Earlier this year, LEDA announced plans to grant the Lubbock Independent School District and Byron Martin Advanced Technology Center \$30,000 to purchase additional equipment for their district manufacturing program. This equipment was necessary to allow more students to have access to the program, which will also grow our labor pool and provide students with the opportunity to live and work in Lubbock upon graduation.

We are excited to have significantly grown our partnerships with both Texas Tech University and the Texas Tech University Health Sciences Center (TTUHSC). We know there is a shortage of nurses graduating locally, and to help combat this, LEDA is partnering financially with TTUHSC's School of Nursing as they seek to provide a functional curriculum model with the help of a grant created by the Texas Higher Education Coordinating Board. On the same token, we continue to enhance our partnership with Texas Tech University through discussions about developing a new culture of entrepreneurship and commercialization. We also recently collaborated with the university, the Lubbock Chamber of Commerce, Workforce Solutions South Plains and the Society of Human Resource Management to conduct an online wage and benefit survey to better understand the marketplace.

In an effort to form a long-term partnership with future visitors to Lubbock, the Visit Lubbock Team recently launched a brand new website. This new site is very comprehensive for both the leisure traveler and meeting and event planner and allows visitors to connect with Lubbock in an interactive and vibrant manner.

As you are probably aware, Lubbock frequently draws in athletic tournaments and events thanks to our amazing weather and unmatched hospitality. In order to bring high-profile sporting events to Lubbock, our partnership with the Texas Tech University and Lubbock Christian University athletic departments has remained steadfast. As we continue to attract more high profile events, this will also provide an opportunity to discuss new venues and facilities to better fit big groups' needs.

Before I close, I would like to give a heartfelt thank you to Mike McDougal and Rob Meyer for serving many, diligent years on our board. Without their supervision, guidance, support and of course, partnership, LEDA and Visit Lubbock would not be where we are today. We appreciate and applaud the tremendous number of hours they have given each organization in an effort to improve and enhance our community.

Thank you all for helping to bring success and vision to Lubbock where the 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	Chairman of the Board, President of McDougal Companies
Mr. David Sharbutt	Vice Chairman of the Board, Investor
Mr. Tim Collins	Owner of Collins Tile Company
Mr. Calvin Davis	District Director for U.S. Small Business Administration
Mr. Les Eubank	President of PlainsCapital Bank
Mr. Jim Gilbreath	Owner of Gilbreath Property Co., L.C.
Ms. Sandy Henry	President of Science Spectrum & OMNI Theater
Mr. Rob Meyer	General Manager of Arbor Inn & Suites
Dr. Lance Nail	Dean of Jerry S. Rawls College of Business Administration at Texas Tech University
Mr. Lance Peters	Vice President of Sales at Craftsman Printers, Inc.

LEDA & VISIT LUBBOCK STAFF

Mr. John Osborne	President and Chief Executive Officer
Ms. Jana Johnston	Chief Financial Officer
Ms. Holly Givens	Director of Marketing & Communications
Mr. Daniel Horsch	Interactive Marketing Coordinator
Ms. Alyssa Kitten	Communications Coordinator
Mr. Chris Rios	Multimedia Graphic Designer
Ms. Katy Christy	Accountant, Human Resources Manager

LEDA STAFF

Mr. Kenny McKay	Director of Business Retention
Ms. Christine Allen	Director of Workforce Development & Foreign-Trade Zone 260
Mr. Mike Hatley	Director of Business Recruitment
Ms. Carolyn Rowley	Project Manager, Business Recruitment
Ms. Linda Davis	Executive Assistant
Ms. Rosalind Alexander	Administrative Assistant

VISIT LUBBOCK STAFF

Ms. Amy Zientek	Director of Sales
Ms. Lisa Grinstead	Sales Manager
Ms. Andrea Bodine	Sales Manager
Ms. Leigh Martzall	Sales Manager
Ms. Amber Pennington	Services Manager
Ms. Kourtney Sodd	Services Manager
Mr. Scott Harrison	Sports Director
Mr. Cris Rohrer	Sports Sales Manager
Ms. Christina Irizarry	Visitor Information Specialist

ORGANIZATIONAL IMPACT & ROI

The teams at LEDA, Visit Lubbock and Lubbock Sports have spent a busy year promoting Lubbock, hosting events and making plans to continue their successes into the 2014-2015 fiscal year. Efforts spent on creating new jobs and salaries, 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.



377 Total Jobs
\$5,065,120 Annual Payroll of Incented Jobs
\$60,908,784 Total Economic Impact



280 Conventions & Events
39,605 Room Nights
\$12,392,405 Total Economic Impact



165 Sporting Events
127,998 Room Nights
\$40,050,574 Total Economic Impact

“ I WISH MORE PEOPLE KNEW HOW
CRITICAL LEDA AND VISIT LUBBOCK
ARE TO THE SUCCESS, GROWTH AND
PROSPERITY OF OUR CITY.”

Connie Wharton, Vice Chairman of Centennial Bank

ANNUAL IMPACT OF LEDA/MARKET LUBBOCK, INC. LOCATIONS

	2013/14	Total <small>(since 2004)</small>	Average <small>(since 2004)</small>
Total Locations	8	129	12.9
Total Jobs*	377	5,717	571.7
Avg. # Jobs/Location	47.1		44.3
Total Capital Investment	\$24,279,000	\$417,206,235	\$41,720,624
Total Incented Annual Wages	\$5,065,120	\$145,577,082	\$14,557,708
Avg. Annual Wage of Incented Jobs	\$34,224		\$38,932
Total Annual Economic Impact**	\$60,908,784	\$1,114,538,220	\$111,453,822
Total Cumulative Economic Impact		\$6,650,928,593	
Avg. Economic Impact/Job Created	\$161,562		\$194,952
Avg. Economic Impact/Location	\$7,613,598		\$8,639,831
Number of Jobs Created/Jobs Incented	2.5	17.7	1.8
Every \$1 committed to incentives generates an economic impact of	\$84	\$640	\$64

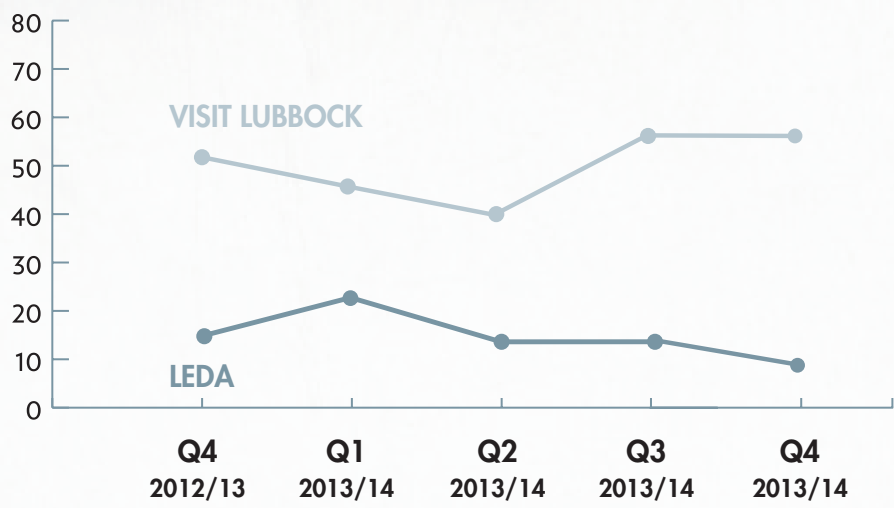
* Jobs represent number of jobs created once project is fully operational.
** Economic impact represents total economic output, which was estimated using RIMS II multipliers and project employment earnings.

ANNUAL IMPACT OF VISIT LUBBOCK (CVB & LUBBOCK SPORTS)

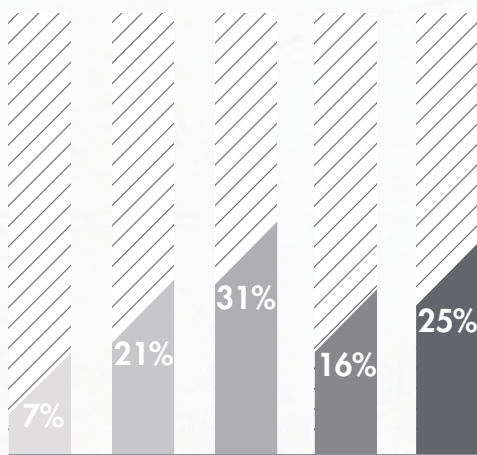
	2013/14	Total <small>(since 2004)</small>	Average <small>(since 2004)</small>
Total Conventions or Events	445	4,024	402.4
Total # of Room Nights	167,603	1,111,173	111,117.3
Avg. # of Room Nights/Convention or Event	377		276.1
Total Estimated Attendees	502,851	3,337,921	333,792
Avg. # Attendees/Convention or Event	1,130		844
Total Economic Impact***	\$52,442,979	\$349,804,769	\$34,980,477
Total Cumulative Economic Impact		\$349,804,769	
Avg. Economic Impact/Convention or Event	\$117,849		\$86,930
Avg. Economic Impact/Room Night	\$313		\$315
Avg. Economic Impact/Attendee	\$104		\$104.80
Avg. Amount of Incentives/Convention or Event	\$1,495		\$1,299
Avg. Amount of Incentives/Room Night	\$3.97		\$4.69
Avg. Amount of Incentives/Attendee	\$1.32		\$1.59
Every \$1 committed to incentives generates an economic impact of	\$78.82		\$67.87
Tax relief per household in Lubbock due to travel-related taxes collected from visitors to Lubbock		\$3,996.71	\$444.08

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

NEW PROSPECTS IDENTIFIED

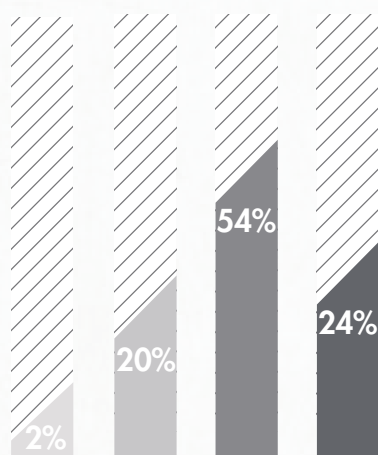


PROSPECTS BY REFERRAL



VISIT LUBBOCK/LUBBOCK SPORTS

Ally Referral	7
Tradeshow	20
Rebooking	30
Direct Calls	15
Marketing Calls	24
Total	96



LEDA

Marketing Calls	1
Allies	12
Direct Calls/Website	33
Office of Economic Dev.	15
Total	61

PROSPECTS BY NAICS* CODE

Description	Total	Percent
Food Products Manufacturing	9	5%
Textile Mills	2	3%
Printing & Related Support Activities	1	2%
Wood Product Manufacturing	1	2%
Chemical and Pharmaceutical Mfg.	1	2%
Rubber & Misc. Plastics Manufacturing	2	3%
Fabricated Metal Product Manufacturing	1	2%
Industrial Machinery Manufacturing	7	11%
Electrical and Measuring Equipment Mfg.	3	5%
Transportation Equipment Manufacturing	2	3%
Misc. Manufacturing	6	10%
Merchant Wholesalers, Durable Goods	4	7%
Merchant Wholesalers, Non-Durable Goods	10	16%
Insurance Carriers	5	8%
Professional, Scientific & Technical Services	1	2%
Management of Companies	1	2%
Administrative & Support Services	5	8%
Total	61	

** North American Industry Classification System (NAICS)*

PROSPECTS BY MARKET

Association	20	23%
Corporate	6	7%
Education	9	10%
Group Travel	3	3%
Other	5	6%
Religious	32	36%
Reunion	4	5%
Social or Fraternal	9	10%
Total	88	

PROSPECTS BY SPORT

Golf	1	13%
Running	3	38%
Other	4	50%
Total	8	

LEDA LOCATION ANNOUNCEMENTS

2013 - 2014

Company		Total Jobs	Capital Investment	Incented Annual Wages	Annual Economic Impact*
1	National Pump	32	\$4,300,000	\$1,112,760	\$3,444,925
2	The Decor Group	23	600,000	710,000	2,326,374
3	X-FAB	75	15,000,000	—	14,575,214
4	Shearer’s Foods, Inc.	—	964,000	—	119,762
5	Kiromic	3	250,000	95,000	206,442
6	TimeForge	63	165,000	394,000	11,894,865
7	Bahama Bucks	81	3,000,000	2,753,360	6,879,184
8	Hurley Companies	100	—	—	21,462,018

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

“WE KNOW THE IMPACT THAT LEDA HAS HAD ON OUR BUSINESS, STAFF AND TEAM, BUT WE ALSO SEE THE COMMUNITY IMPACT AND GLOBAL PICTURE. STAYING IN LUBBOCK HAS BEEN ONE OF OUR CHAMPION MOVES, AND WE’RE GRATEFUL THAT LEDA PROVIDED THAT OPPORTUNITY.”

Blake Buchanan, President and CEO of Bahama Bucks



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 graduates and providing valuable workforce training.

For the upcoming fiscal year 2014-2015, LEDA plans to target the following industries (but not limited to): Headquarters, Manufacturing, Research and Alternative Energy.



LEDA LOCATION HIGHLIGHTS



BAHAMA BUCKS, a company providing shaved ice flavors since 1990, is on a major growth trend and plans to add 63 new stores across the country in the next three years. The company decided to merge their manufacturing, distribution, office and headquarters under one roof in Lubbock after reviewing other locations across the country.

Bahama Bucks will add 81 new jobs at their headquarters over the next few years, with nearly \$3 million in capital investment and annual salaries of \$3,060,000.



KIROMIC is a company that was created by medical physicians from Texas Tech University Health Sciences Center after they developed an FDA approved diagnostic kit for early stage cancer detection. The company continues to create a robust diagnostic and therapeutic program for solid tumors and hematologic malignancies.

The LEDA Team is thrilled that Kiromic not only spun out of Texas Tech University Health Sciences Center but is paving a way for entrepreneurship in the Lubbock community.



NATIONAL PUMP, a company specializing in manufactured pumps for specific needs and conditions of their clients, purchased American Turbine Pump and will combine operations at the American Turbine Pump location on the Clovis Highway.

This expansion will add 32 new jobs with annual salaries of around \$1.1 million and will result in \$4.3 million in new capital investment.



TIMEFORGE was founded in 2004 and creates, sells and delivers online labor management software for the retail, food service and hospitality industries. The company plans to expand in Lubbock at a new facility on 74th Street and University Avenue.

TimeForge will create approximately \$165,000 in new capital investment over the next few years and will hire 63 new employees with annual salaries of \$2.4 million.



X-FAB is the world's largest analog/mixed-signal foundry group manufacturing silicon wafers for mixed-signal integrated circuits. Lubbock is home for this global company's U.S. operations. In order to remain competitive and keep X-FAB in the "Hub City," LEDA works closely with X-FAB and fully supports their efforts to diversify into the next wave of technologies.

As a result, X-FAB will create \$15 million in new capital investment in Lubbock to modernize their plant and make it more viable for the next 20 to 30 years. This upgrade will help them remain on the forefront of the latest industry technologies.

“IT’S REMARKABLE WHAT LEDA HAS BEEN ABLE TO BRING TO LUBBOCK OVER THE LAST 10 OR 15 YEARS. THEY ARE THE NO. 1 FLAG BEARER FOR US IN JOB EXPANSION.”

Barry Orr, CEO of FirstBank & Trust



LEDA SIGNIFICANT EVENTS & ACTIVITIES



“DRILLING DOWN: II & III” OIL & GAS CONFERENCES

LEDA, Texas Tech University and the Permian Basin Petroleum Association partnered together again to host two more oil and gas conferences in Lubbock – one in October 2013 and the other in June 2014. The purpose of the conferences was to inform citizens and business owners about the industry and its potential impact on Lubbock. The October 2013 conference sold out and featured 12 speakers discussing topics such as natural resources, legislative issues and human resources. The June 2014 conference was a half-day event and featured four renowned speakers in the industry, who discussed challenges and growth opportunities for the area. Due to the success of all three events, LEDA plans to host another educational event in the next fiscal year.



LEDA PRESENTS GRANT TO LISD FOR PROGRAM EXPANSION

In May 2014, LEDA gave the Lubbock Independent School District (LISD) and Byron Martin Advanced Technology Center (ATC) a grant totaling \$30,431 to expand the Byron Martin ATC’s precision metal program. This grant will help meet the workforce needs of the manufacturing industry in Lubbock, which continues to struggle with finding skilled labor. Over the next three years, the program plans include expansion of the current lab space to provide more welding stations, an additional instructor, six additional welders to improve the student to teacher ratio, four dual process welders and two aluminum welders.



DEPARTMENT OF PUBLIC SAFETY RIBBON CUTTING

The Lubbock Business Park welcomed a new tenant in April 2014. The Region 5 DPS Headquarters officially opened its doors to a brand new, state-of-the-art facility. The building, located at 1404 Lubbock Business Park Blvd., features an 18,500-square-foot crime lab that is more than four times the size of the previous lab. In total, the new building is approximately 105,000 square feet and accommodates 150 employees.



REPUBLIC NATIONAL DISTRIBUTING COMPANY COMPLETES CONSTRUCTION

Republic National Distributing Company (RNDC) completed construction this year 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. After completing construction at the park, the final expenditures for the building, equipment and furnishings were around \$8 million. Currently, 47 employees work at the center, which officially began shipment of product on August 18 of this year.



TIP STRATEGIES PLANNING EFFORTS

The LEDA Team is excited to officially launch a new economic development strategic plan for Lubbock with the help of TIP Strategies, an economic development consulting firm. As part of TIP Strategies' recent work analyzing target industry clusters, they identified a number of key economic development issues in the Lubbock region. It was important for LEDA to start this project once the Imagine Lubbock Together process (a strategic plan for the future of Lubbock that covers eight areas of development) was complete, ensuring LEDA targets areas in which the community would like to be focused.



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER

NURSING INNOVATION GRANT PROGRAM

LEDA is partnering with the Texas Tech Health Sciences Center's School of Nursing to address the nursing shortage in the South Plains area. LEDA will provide financial support to assist in obtaining a grant created by the Texas Higher Education Coordinating Board, which will provide a functional curriculum needed for use across Texas pre-licensure nursing schools. The updated curriculum will offer clinical hours in a more proficient manner, thus allowing graduation to change from one time per year to three times per year and nursing graduates from 125 to 225 per calendar year.

VISIT LUBBOCK & 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 & Lubbock Sports Teams. Because of the events and meetings held in Lubbock, in 2013, more than \$513 was saved per household in property taxes.

CVB			
Group Name/Event	Rooms Tracked	Estimated Attendees	Economic Impact
2014 F.I.R.S.T. Robotics Competition <i>Hub City Regional</i>	903	1,200	\$282,549
Daughters of the Republic of Texas <i>Annual Convention</i>	543	475	169,905
Delta Kappa Gamma Society International <i>State Convention</i>	1,090	950	341,061
Juvenile Justice Association of Texas <i>Annual Conference</i>	499	225	156,137
LifeWay Christian Resources <i>Living Proof Live with Beth Moore</i>	807	8,000	252,510
Mar Thoma Church Diocese of North America <i>Annual Conference</i>	294	300	91,993
State Firemen’s and Fire Marshals’ Association <i>Annual Training Conference and Convention</i>	1,176	725	367,970
Texas Association of Museums & New Mexico Association of Museums <i>Annual Meeting</i>	532	400	166,463
Texas Tech University Chess Program <i>2013 Pan-Am Intercollegiate Team Chess Championship</i>	388	250	121,405
Texas Tech University Office of Engaged Research and Partnerships <i>2013 Engaged Scholarship Consortium</i>	807	550	252,510
All Other Events (270)	32,566	221,160	10,189,901
Total	39,605	234,235	12,392,404

“VISIT LUBBOCK WAS ABLE TO PROVIDE US WITH MANY THINGS AND MANY TOOLS TO HELP MAKE OUR CONVENTION A SUCCESS.”

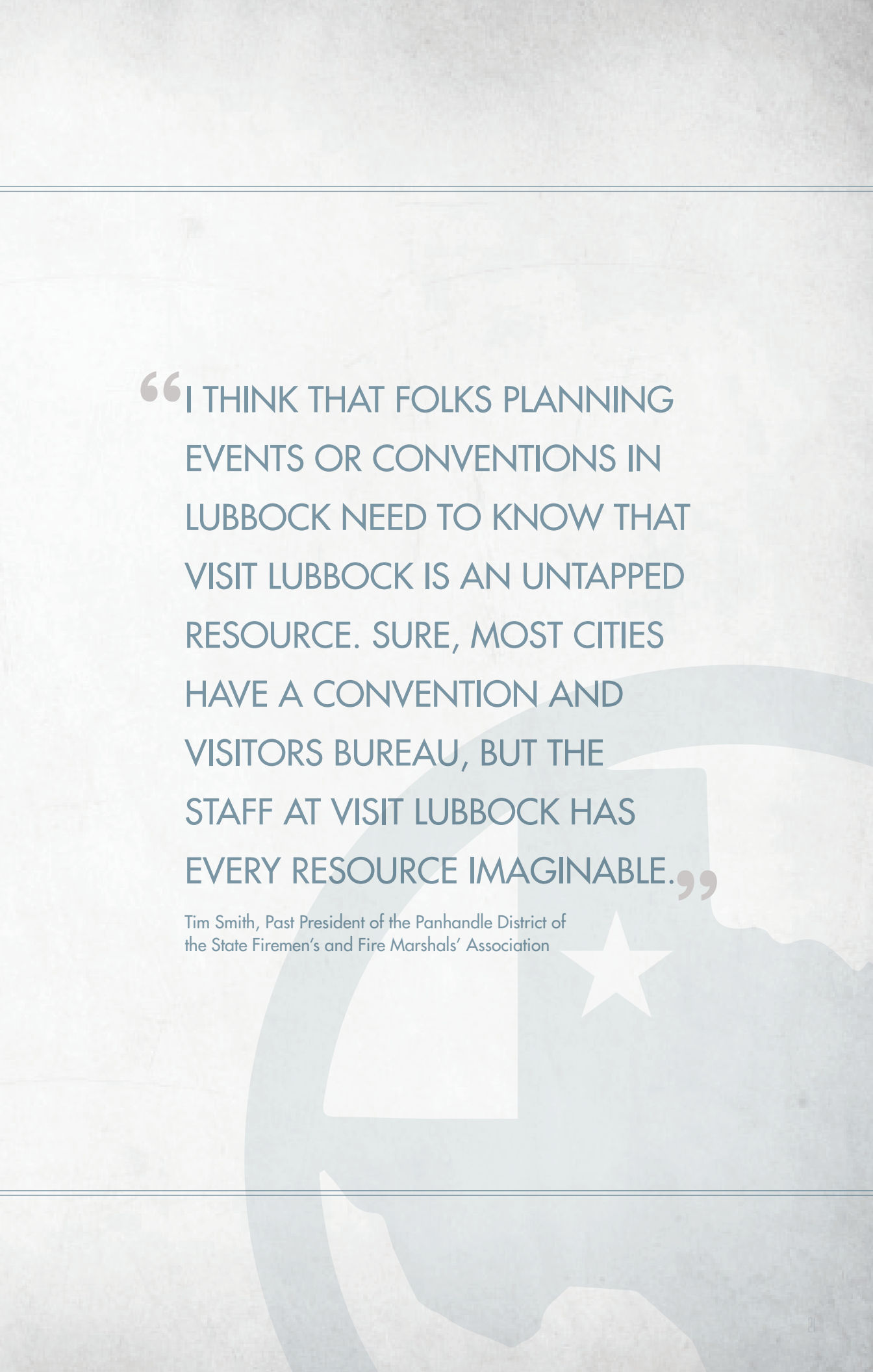
Shalan Inmon, State Convention Chairman for Texas State Association of Delta Kappa Gamma Society International

LUBBOCK SPORTS			
Sporting Events Serviced	Rooms Tracked	Estimated Attendees	Economic Impact
2014 PONY Fast Pitch World Series	6,636	6,519	\$2,076,404
Big 12 Outdoor Track & Field Championship	4,500	3,950	1,408,050
NCAA Women’s First Round Soccer Tournament	200	541	61,548
NIRSA Championship Series Regional Flag Football Championships	2,885	1,820	887,830
NJCAA Region V Basketball Tournament	3,000	2,600	923,220
SURVA Regional Volleyball Tournament	2,180	5,790	682,122
Texas State USBC Women’s Championship Tournament	1,600	3,210	500,640
USA Gymnastics Region 3 Championship	2,525	3,375	790,073
USAWKF National Sanshou Tournament	100	1,500	31,290
USSSA March Freeze Baseball Tournament	1,240	4,500	381,598
All other events (155)	103,336	234,861	32,333,834
Total	128,202	268,667	40,114,405



“THE LUBBOCK SPORTS TEAM WORKS WITH US FROM THE VERY BEGINNING. THEY WORK TO SECURE THE FACILITIES AND OFFICIALS. THEY COORDINATE THE DESIGN AND PRINTING OF EVENT PROGRAMS AS WELL AS MARKETING OF THE EVENT. WHAT THEY DO FOR US IS AMAZING. IT MAKES MY JOB MUCH EASIER BECAUSE I KNOW THEY ARE THERE EVERY STEP OF THE WAY.”

Joe Tubb, Director of Athletics for South Plains College and President of the National Junior College Athletic Association



“I THINK THAT FOLKS PLANNING
EVENTS OR CONVENTIONS IN
LUBBOCK NEED TO KNOW THAT
VISIT LUBBOCK IS AN UNTAPPED
RESOURCE. SURE, MOST CITIES
HAVE A CONVENTION AND
VISITORS BUREAU, BUT THE
STAFF AT VISIT LUBBOCK HAS
EVERY RESOURCE IMAGINABLE.”

Tim Smith, Past President of the Panhandle District of
the State Firemen's and Fire Marshals' Association



SERVICING



Lubbock hosted the 138th Annual State Firemen’s and Fire Marshals’ Association Training Conference and Convention in June 2014. The conference consisted of various activities throughout a five-day period including pumper races, a driving contest, golf tournament and dinner and dance. The event brought together 725 volunteer firefighters, fire marshals, fire chiefs and EMS responders and resulted in nearly \$400,000 in economic impact to the Lubbock community.



In December 2013, Visit Lubbock assisted with the Texas Tech University Chess Program’s Pan-Am Intercollegiate Team Chess Championship. The championship, open to all post-secondary schools in North America, Central America, South America and the Caribbean, brought in around 250 attendees from institutions including Harvard University, University of the West Indies, Yale University and more. The event resulted in \$121,405 in economic impact to the Lubbock community.



Around 1,200 students participated in the For Inspiration and Recognition of Science and Technology (F.I.R.S.T.) Robotic Hub City Regional Competition in March 2014. This event helps high school students discover a world of innovation and engineering in a competitive setting. The community saw more than \$282,500 in economic impact as a result of the competition.



Lubbock hosted Texas’ and New Mexico’s gathering of museum professionals in April 2014 at the Texas Association of Museums & the New Mexico Association of Museums Annual Meeting. The Annual Meeting is the largest gathering of museum professionals in the state (Texas), and more than 400 attendees came together for informational sessions on museum best practices. An estimated \$166,462 in economic impact was seen in the Lubbock community as a result of the event.



In May 2014, the Daughters of the Republic of Texas (DRT) held its 123rd annual convention in Lubbock at the Overton Hotel & Conference Center. The DRT is the oldest organization in Texas devoted to the preservation and education of Texas history. More than 475 members of the organization attended the conference and brought nearly \$170,000 in economic impact to the local community.



The Mar Thoma Church Diocese of North America and Europe’s XIV National Sevika Sanghom Conference, a women’s conference, came to Lubbock in October 2013 for the first time. More than 300 members traveled from across the United States and Canada to attend the conference. The economic impact was \$91,992 for the Lubbock community.



F.I.R.S.T. Robotic Hub City Regional Competition

ASSOCIATION OF DESK & DERRICK CLUBS

SALES

The Association of Desk & Derrick Clubs will host their 64th Annual Convention in Lubbock in September 2015. This event is the club's national convention, and around 300 members are expected to attend. The event will feature educational and professional development opportunities affiliated with the petroleum, energy and allied industries and will bring in an estimated \$262,836 of economic impact for the local community.

NORTH AMERICAN FALCONERS ASSOCIATION (NAFA)

In November 2014, NAFA will host their annual Field Meet in Lubbock. NAFA is the largest membership falconry organization in the world and encourages the proper practice of the sport of falconry and the wise use and conservation of birds of prey. The event will bring around 250 members, 920 room nights and an estimated economic impact of \$283,121.

TEXAS ASSOCIATION OF FUTURE EDUCATORS (TAFE)

For the first time ever, Lubbock will play host to future Texas educators at the TAFE annual meeting in February 2015. This event, which will welcome 1,500 high school students from around the state, has previously been held in Houston. TAFE is a co-curricular, statewide non-profit 501(c)(3) student organization created to allow young men and women an opportunity to explore the teaching profession. The event will book around 1,000 room nights and result in an estimated economic impact of \$312,900.

WESTERN WRITERS OF AMERICA

In June 2015, Visit Lubbock will welcome the 62nd Annual Western Writers of America Convention to Lubbock for the first time. The Western Writers of America, Inc. was founded in 1953 to promote the literature of the American West. The convention will feature panels on buffalo soldiers, ranching heritage, the craft of writing, Texas history and more. The event will bring around 250 writers and book 590 room nights, resulting in an estimated economic impact of \$185,862.



SERVICING



The Big 12 Outdoor Track & Field Championships took place in May 2014 at the Terry & Linda Fuller Track & Field Complex at Texas Tech University. Around 3,950 people were in attendance for the event, which was the second time Lubbock and Texas Tech played host. The championship resulted in more than \$1.4 million in economic impact for the local community.



Around 90 teams from Texas and surrounding states competed in the 2014 PONY Fast Pitch World Series in Lubbock in July 2015. The three-day softball event featured athletes ranging in age from 6 and under to 23 and under. Including teams and their fans, more than 6,500 people flocked to the “Hub City,” which resulted in \$2 million in economic impact for the local community.



Around 45 teams from colleges and universities in Texas, New Mexico, Oklahoma and Mexico gathered in Lubbock in November 2013 for the NIRSA Championship Series, Regional Flag Football Championships. An estimated 1,820 co-ed students, ranging in age from 18 to 25, competed at Texas Tech University for the title. The event resulted in around \$887,830 in economic impact for the local community.



Lubbock Sports welcomed around 3,210 bowlers to the “Hub City” in May 2014 for the 77th Annual Texas State USBC Women’s Championship Tournament. The event featured the top female bowlers in the state, over a series of weekends, in team, doubles and singles competitions. The tournament resulted in an estimated \$500,000 in economic impact for the local community.



The 14th Annual USA Gymnastics Region 3 Championship was held in Lubbock in May 2014. The competition was the final qualifier for athletes to earn eligibility for the National Championship and U.S. Championship held in June and July 2014. The event resulted in \$790,073 in economic impact for the local community.



Big 12 Outdoor Track & Field Championships

SALES

PAN-AMERICAN WUSHU CHAMPIONSHIPS

Athletes from 22 countries will travel to Lubbock to participate in the 11th Pan American Wushu Championships in August 2016. The five-day event will feature two forms of the martial art practice, Wushu Taolu and Wushu Sanda. Taolu is a noncontact performance sport and is widely known for the spectacular flying kicks and amazing speed. Sanda is a modern hand-to-hand competitive, combative sport characterized by quick and powerful punches, kicks and most notably, throws. The event is expected to book between 3,500 and 4,000 room nights and will result in \$1.25 million in economic impact for the Lubbock community.

NJCAA DIVISION I WOMEN'S BASKETBALL CHAMPIONSHIP

For the first time ever, the Lubbock Sports Team secured a big event to be hosted in Lubbock for three consecutive years. The NJCAA's Division I Women's Basketball Championship will take place in the "Hub City" in 2016, 2017 and 2018. Teams from across the country will compete for the championship title at the Rip Griffin Center at Lubbock Christian University. In 2014, 24 total teams competed and more than 10,000 people were in attendance at the tournament. More than 120 recruiters are also expected at the event, which is estimated to bring \$1.9 million in economic impact for the Lubbock community.

For the next few years, Lubbock Sports is excited to host additional NJCAA events in the "Hub City." In 2015, the NJCAA Division I (DI) Cross Country Championships for both men and women will be held in Lubbock. The event is estimated to bring around 1,175 room nights and \$368,000 in economic impact to the community. The NJCAA DI Men's Golf Championship will be held in Lubbock in 2016 and will result in 1,550 room nights and \$485,000 in economic impact. Finally, in 2017, Lubbock Sports will host the NJCAA Indoor Track and Field National Championship for both men and women, which will bring in 3,150 room nights and an estimated economic impact of \$985,000 for the Lubbock community.

SEE WHY
LUBBOCK, TEXAS
IS LIVING WELL.

LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

LubbockEDA.org ★ 855.676.7406

OIL RICH, BUT TALENT DRY?

SEE WHY LUBBOCK, TEXAS
IS WHERE OIL GOES TO WORK.

LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

LubbockEDA.org ★ 855.676.7406

CLICK HERE!

OIL RICH, BUT TALENT DRY?

SEE WHY LUBBOCK, TEXAS
IS WHERE OIL GOES TO WORK.

LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

LubbockEDA.org ★ 855.676.7406

\$HOCK VALUE!

LUBBOCK
IS **No. 7**
IN THE U.S.
FOR LOW COST OF
UTILITIES*

SEE FOR YOURSELF AT
LUBBOCKEDA.ORG

LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

800.687.5330 • 806.749.4500

*Source: (2013 Annual Average Data)
The Council for Community & Economic
Research (CCER) formerly ACCERA

YOU'RE INVITED

"DRILLING DOWN: PART III"

A Closer Look at Lubbock's Future
in the Oil and Gas Industry

LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

TRANSPORTATION

REAL ESTATE

BUSINESS

WORKFORCE

INTRODUCTION



LEDA

Publications & Digital Media

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

- Area Development
- Business Facilities
- Business Xpansion Journal
- Inbound Logistics
- Oil & Gas Investor
- Oil & Gas Journal
- Permian Basin Oil & Gas Magazine
- Small Business Resource Magazine
- Site Selection Magazine
- Southwest Digest
- 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 the organizations. Over the past year, the team has been busy creating a new website for Visit Lubbock, launching the new Meeting Planning Guide for the Visit Lubbock Sales Team, coordinating the second and third oil & gas conferences and much more!

LEDA

Digital

The Marketing & Communications Team developed a strategic campaign targeted toward top executives in the oil and gas industry via the LinkedIn platform. Throughout the course of the 8-week campaign, the team delivered an InMail message as well as banner ads highlighting Lubbock as an ideal location for the oil and gas industry to expand or relocate their operations. The call to action was for a custom comparative analysis of Lubbock and two cities of the requester's choice. The campaign's open rates exceeded LinkedIn benchmarks of 10-20 percent. Overall results included a total of 962 clicks to LEDA's website, 567,889 impressions, two phone calls and one site visit.

Advertising

New Ad Campaign

The Marketing & Communications Team launched a new ad campaign for LEDA that focuses on workforce, low cost of utilities, available graduates and available land. The campaign features vibrant imagery and a direct call to action to LEDA's website where more detailed data is available. Two of the four ads are currently running on both print and digital platforms.

Marketing

Site Selector Brochure

Created to be specifically distributed to site selectors, this piece showcases Lubbock's strengths for relocating or expanding a business. It includes information about population statistics, accessibility, workforce resources, the cost of doing business in Lubbock, housing costs, cost effectiveness, real estate opportunities and transportation needs. Both a hard copy and digital piece are available to the LEDA recruitment and retention teams.



LUBBOCK
THIS IS WEST TEXAS

THOUSANDS OF "OOH" & "AWW" MOMENTS AWAIT YOU

Get it? We say that here in Lubbock, TX. You see, our museum is one of the most culturally rich in the state. It's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy.

Free Friday Art Tour
Lubbock Museum of Art & History

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

DEEP IN THE HEART

There's nothing more beautiful than the sound of a guitar. And there's nothing more beautiful than the sound of a guitar. And there's nothing more beautiful than the sound of a guitar. And there's nothing more beautiful than the sound of a guitar. And there's nothing more beautiful than the sound of a guitar.

Cowboys at the Heart
Lubbock Museum of Art & History

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

FRIENDLY FACES & WIDE OPEN SPACES

Lubbock is known for its open spaces, which include beautiful views, scenic views, and scenic views. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy.

Our Family Recipe
Lubbock Museum of Art & History

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

EVERY SEAT IS THE BEST SEAT

It's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy.

LUBBOCK
SPORTS
THIS IS WEST TEXAS

VISITLUBBOCK.ORG 800.692.4035

LIVE LOVE LUBBOCK

In 2012, Lubbock ranked as the seventh most popular destination among the top 25 Texas cities.

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

LIVE LOVE LUBBOCK

For 2014, Lubbock is a great place to visit. It's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy.

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

LIVE LOVE LUBBOCK

The village is known for its open spaces, which include beautiful views, scenic views, and scenic views. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy.

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

LIVE LOVE LUBBOCK

Lubbock will 100 years in 2014. The Lubbock Sports Center has brought many 100 sporting events to Lubbock in 2014. These events include a 100th anniversary in the city. This is the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy. And it's the only museum in the state that has a dedicated gallery for the art of the cowboy.

VISITLUBBOCK.ORG 800.692.4035

VISIT LUBBOCK
MEETING PLANNING GUIDE

VISITLUBBOCK.ORG 800.692.4035

LIVE LOVE LUBBOCK

ATTRACTIONS | UPCOMING EVENTS | FOOD & DRINK | BLOG | CONTACT US

How about a movie or a musical under the stars? Lubbock nights offer the perfect summer treat!

Lubbock loves to entertain! Read our big kid's guide to Lubbock for the ideal itinerary this summer.

ANSWER FOR YOUR CHANCE TO WIN A LIVE LOVE LUBBOCK GOODIE BAG!

True or False? Lubbock has the largest collection of windmills in the world. Email your answer to info@live Lubbock.org by 7/31/14 for a chance to win!

Visit Lubbock! Click here to get your FREE copy of our Visitor Guide. Or click here to see the interactive version online.

Forward to a friend

VISIT LUBBOCK
Lubbock is a community of visitors and visitors. Lubbock is a community of visitors and visitors. Lubbock is a community of visitors and visitors. Lubbock is a community of visitors and visitors. Lubbock is a community of visitors and visitors.

VISITLUBBOCK.ORG 800.692.4035

LUBBOCK
THIS IS WEST TEXAS

LIVE LOVE LUBBOCK

VISITLUBBOCK.ORG 800.692.4035 2014

LIVE LOVE LUBBOCK

1. READ. Hey y'all! It's National Travel & Tourism Week, and your friends at Visit Lubbock want you to share how you #LiveLoveLubbock.

2. CAPTURE. Pinch out those attractions, and home up your favorite people, places and things in Lubbock with a pic.

3. SHARE. Post your pic on Facebook, Twitter or Instagram using #LiveLoveLubbock anytime from May 3-11 for a chance to win one of these amazing prizes. Go to live Lubbock.org to see what you could win.

Any photo uploaded with #LiveLoveLubbock will become the property of Visit Lubbock.

VISIT LUBBOCK
THIS IS WEST TEXAS
NATIONAL TRAVEL & TOURISM WEEK

#LiveLoveLubbock

LIVE LOVE LUBBOCK

FUN FACT

5.55 MILLION VISITORS CAME TO LUBBOCK
spending a total of **\$767.2 MILLION**

The Economic Impact of Travel in Texas, State Tourism Association 2012

800.692.4035 | 806.747.3232 | visitlubbock.org

#LiveLoveLubbock

Visit Lubbock and
Lubbock Sports
Publications & Digital Media

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

- AAA Home & Away – Oklahoma
- Celebrity Attractions Programs
- Collaborate
- Connect
- Connect Sports
- Convention Forum
- ConventionSouth
- Courier
- CVENT
- Group Tour Magazine
- Meeting Professionals International Meeting Guide to Texas
- Meetings + Events – Texas
- Planners Lounge
- Rejuvenate
- See Texas First
- Shop Across Texas
- Society of American Travel Writers
- Special Meetings Market Journal
- Sports Destination Management
- Sports Planning Guide & Directory
- SportsEvents
- Texas Bound
- Texas Events Calendar
- Texas Highways Magazine
- Texas Monthly
- Texas Society of Association Executives Magazine
- Texas State Travel Guide
- TexasHighways.com
- TexasTech.com
- TourTexas.com
- Travel Alliance Partners
- TravelTex.com
- Trip Advisor
- True West Magazine
- USSSA Today

VISIT LUBBOCK

Marketing

2014 Visitor Guide

One of the main ways Visit Lubbock promotes the city to leisure, sport, convention and meeting travelers is through the Lubbock Visitor Guide. This guide is the one-stop-shop for all things Lubbock, featuring restaurants, attractions, hotels, shops, itineraries and more. To date, nearly 200,000 copies of the 2014 Visitor Guide have been distributed and mailed across the country, a 33 percent increase from 2013. The Interactive Visitor Guide is a unique and useful tool on our website. This year, 47,250 users accessed the Interactive Visitor Guide via our homepage.

Digital

Visit Lubbock Blog

Over the past year, more than 60,000 people have checked out the Visit Lubbock blog. The blog has become a useful tool to inform visitors about events and fun Lubbock tips including feature stories about local restaurants and unique happenings. The most viewed blogs include posts about our local food scene. Lee’s Café became a household name overnight, and Manna Bread & Wine informed the team that orders for their banana pudding doubled after being featured in our “Foodie Favorites” blog.

Live Love Lubbock E-Newsletter

Making a large leap into the digital promotion world, the team put together the first-ever Live Love Lubbock E-Newsletter, which launched in January 2014. Since launching, the email distribution list has increased in size by 150 percent to more than 20,000 subscribers. The e-newsletter is distributed once a month and promotes upcoming events, attractions or popular blog posts. It also features our monthly Live Love Lubbock video where locals share their favorite things about Lubbock.

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 4.2 million people seeing the Visit Lubbock page just over the past year. Instagram has quickly become the next best social media platform, with 2,900 followers and counting. The Visit Lubbock YouTube page is also another major player in the team’s marketing efforts. To date, viewers have watched Visit Lubbock’s videos 59,000 times, which amounts to 47,000 minutes. That’s roughly 30 days worth of content!

HONORS, AWARDS & APPOINTMENTS

ORGANIZATIONAL

International Economic Development Council (IEDC) Excellence in Economic Development Awards

The IEDC recently presented LEDA with four Excellence in Economic Development Awards, the most awards LEDA has recieved from the organization to date. LEDA received Gold Awards for Annual Report and General Purpose Print Promotion, and two Silver Awards for Print Ad Campaign and General Purpose Print Promotion.

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

The LEDA Team was recognized during the 2014 Mid-Year TEDC Conference for their achievement in Economic Excellence for the year 2013. 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.

High Ground Hall of Fame Award

This prestigious award was given to the LEDA Team for their contribution to the High Ground of Texas. The organization is made up of more than 75 members with economic interest in the West Texas region.

Readers' Choice Award by SportsEvents Media Group

Lubbock Sports was honored with a 2014 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.

Readers' Choice Award from ConventionSouth Magazine

Throughout the year, meeting professionals nominate meeting sites for *ConventionSouth* magazine, a national multimedia resource for planning events that are held within the South, that they believe provide exemplary service for group events. The nominated sites are then compiled into an online ballot where meeting professionals and fans are asked to vote for the best of the best. More than 6,500 voters participated this year in the selection process - the highest vote count ever recorded, and Visit Lubbock was a 2013 Readers' Choice Award recipient.

ConventionSouth Magazine's "The South's Best Destination Apps and Mobile Sites"

The editors of *ConventionSouth* magazine officially announced their 2014 list of "The South's Best Destination Apps and Mobile Sites," and the Visit Lubbock mobile site was one of the few selected for its easy navigation and accurate information.

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

Visit Lubbock won four awards at the TACVB Idea Fair during the organization's annual conference. This year, Visit Lubbock took home the People's Choice Awards for its National Travel & Tourism Week Campaign and Local Awareness Campaign. The organization also won Judges' Choice Awards for Website and its National Travel & Tourism Week Campaign.

Visit Lubbock Accreditation

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



Executive Board for Texas
Economic Development
Council (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 chair-elect on the TEDC Executive Committee.

Davis Evans Top Gun Award

The Davis Evans Top Gun Award was presented to John Osborne by the High Ground of Texas for his dedication and service to promoting economic growth in the region.

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 2013 to serve a two-year term, and Amy Zientek, director of sales for Visit Lubbock, was appointed in September 2013 for a one-year term.

“LUBBOCK SPORTS AS A PARTNER HAS A VESTED INTEREST IN WHAT WE ARE DOING AS AN ORGANIZATION, AND THEY UNDERSTAND WHAT WE NEED TO PUT ON A SUCCESSFUL EVENT.”

Don Patty, Tournament Director for Premiere Baseball



TACVB Board of Directors	TACVB provides cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas. Amy Zientek was elected to serve on this board in August 2011 for a three-year term, which was completed this year.
Destination Marketing Association International (DMAI) Sales & Marketing Committee	Amy Zientek currently serves on the Sales & Marketing Committee for DMAI, a global trade association for official destination marketing organizations. The goal of the committee is to promote the use of destination marketing organizations among meeting planners.
Caprock Business Finance Corporation	Mike Hatley, director of business recruitment for LEDA, 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.
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.
High Ground of Texas Board of Directors	The 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.
Leadership Lubbock	Andrea Bodine was chosen as a member of the 2014-15 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.
DMAI 30 Under 30 Award	LEDA and Visit Lubbock's Interactive Marketing Coordinator, Daniel Horsch, was named to the 30 Under 30 list by DMAI. The program focuses on identifying and developing the talent of destination marketing professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership.



TACVB Texas Destination
Marketer Certification Program

Leigh Martzall, sales manager for Visit Lubbock, added a Texas Destination Marketer Certification to her list of accomplishment's this year when she received the Visitor Services certification from TACVB. The purpose of the program is to provide employees of convention and visitor bureaus and destination marketing organizations an educational framework for marketing Texas as a destination for both tourism and group business.

TTIA Young Professionals
Committee

Amy Zientek and Holly Givens, director of marketing and communications for LEDA and Visit Lubbock, 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.

Association for Women in
Communications National
Board of Directors

Holly Givens was appointed to the National Board of Directors for the Association of Women in Communications in January 2014. This national organization champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Lubbock ISD Career and
Technical Education Program
(CTE) Advisory Committee

Holly Givens 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.

“YOU HAVE TO HAVE A BUSINESS FRIENDLY ENVIRONMENT IN ORDER TO HAVE SUCCESSFUL BUSINESSES AND ECONOMIC GROWTH, AND I THINK LEDA CREATES A GREAT PLATFORM.”

Brad Ralston, CEO at TRUNO Retail Technology Solutions

“THE BENEFIT OF THESE
ORGANIZATIONS IS
TO IMPROVE OUR
COMMUNITY AND TO
PUT DREAMS INTO PLAY.”

Carlos Morales, Executive Vice President of
Caprock Home Health





Baron Batch, The Rider

1500 BROADWAY, 6TH FLOOR
LUBBOCK, TEXAS 79401

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE
MARKET LUBBOCK, INC.

PHONE 806.749.4500
FAX 806.749.4501
LUBBOCKEDA.ORG

VISIT LUBBOCK | LUBBOCK SPORTS

PHONE 806.747.5232
FAX 806.747.1419
VISITLUBBOCK.ORG
LUBBOCKSPORTS.ORG

