YEAR IN REVIEW

2010-2011













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Message to Our Stakeholders



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We had an amazing and award-winning year at LEDA, Market Lubbock and Visit Lubbock. The combined efforts of the three organizations have made an economic impact of over \$233 million to the Lubbock area this past year. This report details many of the successes behind that number which happened because Lubbock is a community that understands the value of successful businesses and everyone benefits when government is a friend to business.

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The management and staff at Lubbock's hotels, restaurants, event centers and sports facilities will do extraordinary things to make visitors feel welcome. Their outstanding efforts, coupled with the unmatched friendliness of our citizens, continue to increase Lubbock's popularity as a host city.

LEDA, Market Lubbock and Visit Lubbock team members traveled across the United States and Europe, supplied with innovative and effective marketing materials from the marketing team, to attract businesses and events to our city.

The outstanding talent, knowledge and pure hard work of the LEDA, Market Lubbock and Visit Lubbock team shows in their achievement of certifications and advanced professional training. Forty-hour weeks are a rarity and there are lots of late evenings and weekends away from families. This team does it because they love what they do, because they love seeing the success of their team and because they love Lubbock and for that I am extremely honored to be associated with each and every one of them.

I also deeply appreciate my fellow board members giving their time not only to monthly board meetings but participating in many other ways to advance the goals of all three organizations. Their collective knowledge, experience and guidance are essential to our continuing success. Finally, my thanks go to the Mayor, the City Council and the citizens of Lubbock for believing in the bright future of Lubbock and for supporting our efforts at LEDA, Market Lubbock and Visit Lubbock to help make that future a reality.

Mr. Curtis Griffith Chairman, City Bank



The national news this past year has been very tough to take: Job and payroll numbers were stagnant. Earnings declined. Consumer confidence stayed at an all-time low. And locally, it wouldn't rain when we needed it to. Yet despite this, as you will see throughout this report, LEDA and Visit Lubbock had significant achievements this past year that will help fuel and support our economy for years to come.

As America and the rest of the world try to pull out of and recover from the Great Recession, we are confronted with a dramatically altered landscape of opportunities and challenges. We now move and operate in a more hypercompetitive, hyperspeed environment. More connectivity throughout the world and the need to expand and diversify into new consumer markets means globalization is impacting business strategies and location decisions. Companies see the value of a good workforce. And people are ready to travel. However, one of the most important challenges to this new reality is that partnerships and cooperation are required to get things done.

LEDA and Visit Lubbock's work is more important now than ever before.

We strengthen our economic and community vitality by building partnerships and leveraging resources to make Lubbock the choice for people and business. This work we are engaged in is life changing. For some, it's not just a new job, but the start of a career, a new start on life, or an opportunity to move back home to raise a family. For others, it's not just a weekend trip to West Texas, but the chance to make new family memories, to explore history, and discover our unmatched hospitality and friendliness.

In the words of Winston Churchill, "If we are together, nothing is impossible. If we are divided, all will fail." I have seen many examples of how businesses, people, organizations, educational institutions, and governments can work together to achieve a greater economic prosperity for all, and I consider it to be vital to Lubbock's future success.

Our team has designed this report to serve as a reflection of our accomplishments and activities over the past year and to provide greater transparency for our stakeholders: the citizens of Lubbock. Despite the national trends, Lubbock has many success stories from this past year. None of these achievements would be possible without the many partnerships we use on a daily basis. We have a great team in LEDA and Visit Lubbock, but we all firmly believe we are only one cog of many in the wheel of success. We thank each of you for helping us bring these new economic opportunities to Lubbock and we look forward to a bright future for our great city.

Mr. John Osborne, Chief Executive Officer



COMPANY PURPOSES

The Lubbock Economic Development Alliance, Market Lubbock, 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.

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Lubbock Economic Development Alliance's mission is to promote economic growth by creating high-quality jobs, invest in new capital improvements, and improve Lubbock's quality of life. LEDA accomplishes its mission by developing relationships with corporations and individuals across the region, state, nation and world convincing them to consider Lubbock as a viable location for new job-producing investments.



Market Lubbock Economic Corporation was created in 1995 with the approval of the City Council of Lubbock 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 jobproducing investments.

ELUBBOCK.

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

Chief Executive Officer

Chief Financial Officer

Graphic Designer

Executive Assistant

Accountant

Board Members

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Mr. Curtis Griffith Dr. Taylor Eighmy Mr. Les Eubank Ms. Sandy Henry Mr. Van May Mr. Mike McDougal Mr. Rob Meyer Mr. David Sharbutt Chairman, City Bank Vice President of Research, Texas Tech University President, PlainsCapital Bank President, Science Spectrum Consultant President, McDougal Corporation Arbor Inn & Suites Investor

Staff

Mr. John Osborne Ms. Jana Johnston Mr. David Petr Mr. Ryan Callison Ms. Adrianna Alter Mr. Nicholas Shelton Ms. Christine Allen Ms. Linda Davis

Mr. Kenny McKay Mr. Marc Farmer Ms. Terri Duncan Mr. Chad Walker Ms. Elizabeth Huff Mr. Gary Hatfield Mr. Tom Cantu Ms. Rosalind Alexander Director of Business Retention Director of Business Recruitment Director of Workforce Development Project Manager, Business Recruitment Project Manager, Business Recruitment Research Coordinator Real Estate & Property Manager

Director of Marketing & Communications

Interactive Marketing Coordinator

Communications Coordinator

Ms. Amy Zientek Mr. Scott Harrison Ms. Lisa Grinstead Ms. Erica Perry Ms. Jessica Alexander Mr. Josh Dill Ms. Leigh Martzall Director of Sales Sports Director Sales Manager Sales Manager Services Coordinator Sports Sales Manager Services Manager Visitor Information Specialist

Administrative Assistant



ORGANIZATIONAL IMPACT & ROI

The efforts of the Lubbock Economic Development Alliance, Visit Lubbock (CVB and Lubbock Sports) have resulted in over 233 million dollars added to the City of Lubbock's economy on an annual basis. An 81.9% increase from the year before, this impact came from the salaries of newly created jobs and tourism expenditures. Further, Lubbock increased its recognition internationally and received validation from tourists and local business owners that Lubbock is a fun place to visit and a great place to do business.



550 Total Jobs

\$19,329,180AnnualPayrollofIncentedJobs \$196,907,640 Total Economic Impact

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ELUBBOCK.

270 Conventions & Events 38,943 Room Nights

\$11,984,318 Total Economic Impact



124 Sporting Events

77,517 Room Nights

\$25,028,688 Total Economic Impact

THERE ARE SO MANY TERRIFIC LOCATIONS FOR CONFERENCE EVENTS. IT WON'T BE HARD TO FIND SOMETHING THAT WORKS FOR YOUR GROUP. –Michal Anne Lord | TRAPS Executive Director

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	2010/11	Total (since 2004)	Average (since 2004)
Total Locations	16	97	14
Total Jobs	550	4,133	590
Avg. # Jobs/Location	34.4		42.4
Total Capital Investment	\$32,955,000	\$346,401,985	\$49,485,998
Total Incented Annual Wages	\$19,329,180	\$122,214,697	\$17,459,242
Avg. Annual Wage of Incented Jobs	\$50,600		\$45,064
Avg. Annual Wage, Lubbock County	\$36,348		\$33,282
Percent Difference	39.2%		35.4%
Total Annual Economic Impact*	\$196,907,640	\$1,349,008,402	\$192,715,486
Total Cumulative Economic Impact		\$5,844,262,307	
Avg. Economic Impact/Job Created	\$358,014		\$311,263
Avg. Economic Impact/Location	\$12,306,728		\$13,505,667
Avg. Amount of Incentives Committed/Job Created	\$3,277		\$4,343
Number of Jobs Created/Job Incented	1.4	11.3	1.6
Every \$1 committed to incentives generates of economic impact	\$109	\$750	\$107

Annual Impact of LEDA/MLI Locations

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

Annual Impact of Visit Lubbock (CVB & Lubbock Sports)

	2010/11	Total (since 2004)	Average (since 2004)
Total Conventions or Events	394	2,903	415
Total # of Room Nights	116,460	676,507	96,644
Avg. # of Room Nights/Convention or Event	296		234.4
Total Estimated Attendees	304,556	1,965,452	280,779
Avg. # Attendees/Convention or Event	773		\$677
Total Economic Impact**	\$37,013,006	¢015 175 007	\$30,739,403
Total Cumulative Economic Impact**		\$215,175,823	
Avg. Economic Impact/Convention or Event	\$93,942	\$215,175,823	\$74,214
Avg. Economic Impact/Room Night	\$318		\$317
Avg. Economic Impact/Attendee	\$122		\$111
Avg. Amount of Incentives/Convention or Event	\$1,349		\$1,120
Avg. Amount of incentives/Room Night	\$4.56		\$4.81
Avg. Amount of Incentives/Attendee	\$1.75		\$1.67
Every \$1 committed to incentives generates of economic impact of	\$69.63		\$66.60
Tax Relief per household in Lubbock due to travel related taxes collected from visitors to Lubbock	reported 9/2012		\$419.76

**Includes both direct and indirect, but not induced.



Prospects by NAICS Code



ELUBBOCK.

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

Prospects by Market

Market	Number	Percent
Association	26	37%
Corporate	2	3
Education	12	17
Government	1	1
Group Travel	2	3
Military	3	4
Religious	18	26
Reunion	3	4
Social or	3	4
Fraternal		



Prospects by Market

Market	Number	Percent
Baseball	1	17%
Combat	3	50
Softball	1	17
Other	1	17



LEDA LOCATIONS

2010/2011

	Company	Total Jobs	Capital Investment	Incented Annual Wages	Annual Economic Impact*
1	Scott Manufacturing	55	\$500,000	\$2,200,000	\$17,084,144
2	Infection Controls, Inc.	38	1,000,000	1,823,000	23,988,202
3	Caprock Health Plans	34	undisclosed	1,478,980	6,870,434
4	ARMtech Insurance Agency	24	150,000	840,000	11,002,440
5	Pauley Construction	12	undisclosed	-	424,321
6	Electracom Supply, Inc.	9	500,000	296,000	1,930,631
7	Русо	6	3,000,000	-	3,725,948
8	Elliott Electric Supply	14	500,000	641,000	2,574,174
9	Asher Logistics	11	undisclosed	440,000	2,359,660
10	X-Fab/Cymbet	77	12,000,000	3,200,000	62,074,263
11	Industrial Molding	72	800,000	2,448,000	20,064,357
12	Flat Wireless	42	255,000	1,002,000	27,801,656
13	B&J Welding Supply	14	1,500,000	1,095,000	3,003,203
14	Osteogenics Biomedical	11	1,750,000	444,000	2,750,676
15	Mo-Jack, LLC	6	11,000,000	750,000	1,803,150
16	Convergys	125	undisclosed	2,671,200	9,450,381
	Totals	550	\$32,955,000	\$19,329,180	\$196,907,640

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



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

For the upcoming fiscal year 2011-2012, LEDA plans to target the following industries (but not limited to): Headquarters, Manufacturing, Research and Alternative Energy.



LOCATION HIGHLIGHTS

X-Fab/Cymbet

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X-FAB is the world's largest analog/mixed-signal foundry group manufacturing silicon wafers for mixed-signal integrated circuits (ICs). Its marketing network and client base span the Americas, Europe and Asia, with their only facility in the U.S. located in Lubbock, Texas.

*

In 2010, X-FAB had begun discussions concerning the production of a new technology for Cymbet Corporation, a clean technology company and leader in solid-state energy storage solutions for microelectronic systems. The company is the first to market eco-friendly rechargeable solid-state batteries with applications in medical, sensor, RFID, industrial control, communications and portable electronic devices.

X-FAB's first stage will hire 77 new employees with annual salaries totaling \$3,200,000. In the future, X-FAB/Cymbet collaboration look to add as many as 150 high paying jobs and team up with Texas Tech University.

THE PARTNERSHIP BETWEEN LEDA AND X-FAB HAS BEEN A VITAL COMPONENT FOR THE GROWTH AND SUCCESS OF OUR BUSINESS.

-Lloyd Whetzel | X-FAB president

Osteogenics Biomedical

Founded in 1996 and headquartered in Lubbock, Osteogenics Biomedical is a leader in the dental bone grafting industry. Osteogenics Biomedical's 2nd expansion project will launch three new product lines helping them further their domestic and international growth.

OSTEOGENICS BIOMEDICAL

For this to be possible, they needed additional production capacity and are therefore constructing a new building next door to their current facility. They will be adding 11 new jobs with annual salaries of \$444,000 plus, and 1.75 million in capital investment will be allocated to new product development, equipment, and the manufacturing facility.

Industrial Molding



For 64 years, Industrial Molding has been known throughout the Lubbock region as a "job-shop" for agricultural and industrial customers in need of precision metal machining and forming services. Since its development, Industrial Molding has expanded its services in for the bearing, medical, automotive, consumer, industrial, electronics, and fiber optic markets.

A recent partnership of Industrial Molding and Lonnie Gary plans to bring the manufacturing of Christmas hardware, stakes, clips and tree stands from China back to Lubbock. Industrial Molding (CCH) has already invested in tools and secured major contracts with large retailers in the United States and North America to insure their success. Industrial Molding (CCH) has created 72 new full-time jobs adding \$2,448,000 in new annual salaries to the local economy.

Pyco Industries

Scott Manufacturing

Market Lubbock Inc. partnered with PYCO Industries, Inc. to develop a new trans-load facility to serve companies in the Lubbock Business Park and the City of Lubbock by providing an off-loading facility for railcars into trucks to help lower freight costs. Moreover, Market Lubbock worked with the Urban Renewal Commissioners, a division of the City of Lubbock, to redevelop a vacant tract of land. Construction is underway and partial access to this facility is now available. The project and full loading and unloading capabilities are expected to be finished by the end of 2012. In addition to generating more money on the tax roll due to this off-loading facility, Pyco has created 6 new positions with combined annual salaries of \$200,000.

Scott Manufacturing offers mechanical design services through 3D computer aided design software, allowing them to build real models from concept designs. The company creates working 3D animations to prove designs before investment in actual production is ever made. These digital tests result in a more economical process that produces less waste.

Scott Manufacturing received the contract to manufacture heavy-haul trailers used in the renewable energy and petroleum industries. This contract will require Scott Manufacturing to hire 55 new welders and pipe fitters and will add over \$2 million in new annual salaries. 13



Significant Events & Activities

Standard Sales Grand Opening

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Standard Sales Company, L.P. distributes beer and other Anheuser-Busch, Inc. products to six counties surrounding Lubbock County. A company that distributes thousands of products daily, Standard Sales needed a facility that could not only keep up with the demand, be aid in a smoother and more efficient workflow.

The new facility located in the Business Park has been designed with state of the art technology resulting in less waste and more efficient maneuvering. Since 2009, Standard Sales has hired 16 new employees and invested in their new warehouse facility. In acknowledgment of Lubbock as a great place to live, do business and raise a family, Standard Sales has already planned for future growth, leaving room for an 117,000 square foot expansion to their existing facility.

Monsanto Grand Opening



Monsanto works alongside farmers selling seeds, traits developed through biotechnology, and crop protection chemicals to increase crop yields and reduce resources such as land, water, and energy by one-third per unit produced.

Monsanto Lubbock houses a new cotton-breeding research and development facility. Aside from building and equipment investments, twenty(20) salaried positions totaling \$1,145,000 in annual salaries have been created. Ten are newly created positions, while the other half are employees transferring from other locations.

Verizon Wireless intends to provide data and switching services for

Verizon Construction Begins

Verizon Wireless' voice and 3G services across most of West Texas. This facility will allow Verizon Wireless to provide state-of-the-art wireless services identical to those offered in the large metropolitan areas to small, medium, and enterprise businesses.

By the end of 2012, Verizon aims to reach more than 69,000 square miles from the Lubbock facility, with further expansions for 2013 currently under consideration.



Nutmeg Project at Lubbock Business Park

LEDA, along with AUI Contractors, were contracted to construct the road and utilities located to the north and south of Lubbock Business Park Boulevard know as the Nutmeg Project. This development will allow full access to the newest additions to the Business Park: Verizon Wireless and the Department of Public Safety Regional Headquarters.

Irrigation Wells at Lubbock Business Park

LEDA, in conjunction with Deerwood Construction, Inc., devised a system to use existing irrigation wells to keep the landscape within the medians and common areas watered. This system to use installed infrastructure is designed to be a more efficient use of tax dollars needed to maintain the park grounds.

Design and Engineering of New Road at Lubbock Rail Port

LEDA and Parkhill, Smith & Cooper, in partnership with the United States Economic Development Administration (USEDA), have worked together to design and engineer an infrastructure project at the Lubbock Rail Port to make more than 50 acres available for use. A matching grant of \$1.5 million by the USEDA was also secured by LEDA to assist with the development of the rail line at the Lubbock Rail Port. LEDA has completed the design phase of this project and expects to begin the construction phase of this project in the very near future.

Updated Master Plan at Lubbock Business Park

To address current needs, a revised Master Plan was designed and approved in late 2010. Revisions included reworking the roadways to accommodate the drainage of water to the retention pond, addressing alternatives to the median and landscaping designs, a realignment of available lots, as well as the incorporation of revisions to the Park Covenants. The entire project was completed in July 2011. An electronic version of the Park is now accessible to clients interested in the Park as grounds for their business.



VISIT LUBBOCK GROUPS SERVICED

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Visit Lubbock and Lubbock Sports continue to work hard to promote the city as a place with a variety of meeting spaces and sporting facilities, easy access and unmatched hospitality. Meeting planners and sports teams from around the country as well as internationally, traveled to Lubbock to hold their event. Moreover, a number of groups elected to hold their event in Lubbock again because of the excellent service and competitive bid they received from the Visit Lubbock/Lubbock Sports team.

CVB

Rooms Contracted During Year

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Group Name/Event	Rooms Tracked	Estimated Attendees	Economic Impact*
FFA 2011 Annual State Convention	6,967	10,000	\$2,144,024
Jehovah's Witnesses 12 Assemblies & District Convention	4,839	22,940	1,489,153
Texas Destination ImagiNation 2011 State Competition	4,109	6,000	1,264,503
International Cotton Advisory Committee 69th Annual Plenary Meeting	1,269	400	390,522
West TX County Judges & Commissioners Association 2011 Annual Convention	822	390	252,962
TX Association of College & University Facilities Professionals 2010 Annual Convention	684	535	210,494
Texas Cotton Ginners Association Annual Convention & Tradeshow	673	2,500	207,109
Texas State Soil & Water Conservation Board 2010 Annual State Meeting	556	600	171,103
Southwest Electrical Services Annual Convention	527	200	162,178
Texas Association of Counties 2011 New Judges Orientation	463	80	142,483
All Other (260) Events	18,034	87,337	5,328,205
	38,943	130,982	\$11,984,318

THE HOSPITALITY OF THE CITY, THE SCHOOL DISTRICT AND UNIVERSITY MAKE LUBBOCK ONE OF OUR FAVORITE DESTINATIONS FOR THE STATE TOURNAMENT. –Sue Shanks | State Director. Destination ImagiNa-

Sporting Events Serviced	Rooms Tracked	Estimated Attendees	Economic Impact*
UIL (Total Sports & Academic Events)	14,630	33,927	\$4,502,236
Buffalo Springs Lake Ironman Triathlon	5,880	3,050	1,809,511
Premier Sophomore Baseball Championship	4,200	2,326	1,292,508
AMBUCS Caprock Basketball Tournament	3,875	8,722	1,251,160
NJCAA Region 5 Basketball Tournament	3,240	2,820	1,046,131
Tumbleweed Volleyball Tournament	3,180	5,248	1,026,758
NJCAA National Indoor Track Championship	2,775	755	895,992
Texas 6-man Coaches Clinic & All star Week	2,840	3,078	873,981
Panhandle National Wrestling Tournament	2,340	2,968	755,539
The Giant Side of Texas Softball Tournament	2,112	2,800	681,922
All Other (114) Events	32,445		10,892,950
Total	77,517		\$25,028,688

Lubbock Sports

**Includes both direct and indirect, but not induced.

CONVENTION HIGHLIGHTS

Servicing

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Lubbock hosted the International Cotton Advisory Council's 69th Annual Plenary Meeting, bringing over 500 attendees from around the world to Lubbock to discuss trends in the cotton industry. 2010 was the first time the event had been hosted in Texas and the first time since 1999 that the event was hosted in the United States.

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The Texas State FFA Association hosted the 83rd Annual Texas FFA State Convention, bringing more than 10,500 delegates and guests from across the state for a week of awards and leadership development.



The Jehovah's Witnesses hosted 13 events in Lubbock during FY 2010-2011. The largest of theses events was the Annual District Convention. Jehovah's Witnesses always try to find the best overall package that competitively meets their event needs within the region, and felt like Lubbock has been very friendly and hospitable in the past.



Texas Destination ImagiNation hosted their Annual State Competition in Lubbock this year. Destination ImagiNation, Inc. is a nonprofit organization that provides educational programs for students to learn and experience creativity, teamwork and problem solving.



The West Texas County Judges & Commissioners Association, whose boundaries include 118 counties from Fort Worth to southward to Kerrville, all the way to El Paso, hosted their Annual Convention in Lubbock drawing nearly 400 attendees from their West Texas district.



The National World War II Glider Pilots Association hosted their 40th Annual Reunion of Glider Pilots who served in World War II. The Pilots and their families traveled to Lubbock from across the country to attend. Many of the pilots graduated from Lubbock and feel that the Silent Wings Museum is the perfect place to reflect on life as a pilot.



Sales

The Texas Agrilife Extension Service has elected to host the State 4-H Roundup in Lubbock in June 2012. This marks the first time this event has ever been hosted outside of College Station, Texas and Texas A&M University. This event will bring approximately 5,000 attendees to Lubbock and Texas Tech University.

The Society of Environmental Journalists will be hosting their Annual Conference in Lubbock in October 2012. The bid to host this event was spearheaded by The Institute of Environmental & Human Health at Texas Tech. This event will bring 1,000 attendees to Lubbock and will have an estimated economic impact of over \$300,000.

Members of the Texas Recreation and Parks Society voted to host the TRAPS Institute and Trade Show in Lubbock in March 2013. This event marks TRAPS first return to Lubbock in over 15 years. This event will bring approximately 1,000 attendees and will have an estimated economic impact of over \$225,000.

Visit Lubbock was named as the host city for the 138th State Firemen & Fire Marshals Annual Conference to be held in June, 2014. This event will bring more than 750 attendees from across the state of Texas to Lubbock. The anticipated economic impact of this event is over \$325,000.

THE PROFESSIONALISM AND ATTENTION TO DETAIL IS WHAT ENABLED US TO HAVE AN EXTREMELY SUCCESSFUL WEEK-LONG CONFERENCE.

-Patti Jones | President, West Texas County Judges and Commissioners Association

SPORTS HIGHLIGHTS

Servicing

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CAPROCA TO EIBERMAX DE CLASSIC

The 52nd Annual FiberMax AMBUCS Classic Basketball Tournament, the largest basketball tournament in the nation, was held in Lubbock this year. The tournament consisted of over 94 boys' and girls' high school basketball teams from Texas, Oklahoma, and New Mexico. This charity tournament held 168 games in three days and gave all the proceeds to other nonprofit agencies in addition to donating AmTrykes to people in need of physical therapy.



Premier Sophomore Baseball League held their Championship Tournament bringing over 2,300 players, parents and scouts to Lubbock. Teams competing in the Championship Tournament came from 10 states across the nation plus Ontario, Canada. "This was huge for local universities" said Josh Dill, "because so many of these players will be from cities around Texas and neighboring states, giving them a leg up as they recruit against other major Texas universities."



Ironman Triathlon 70.3 at Buffalo Springs Lake has grown to become an international event as athletes from all over the world descend on Lubbock ready to battle to the finish line of one of the most difficult courses on the 70.3 circuit. Up for grabs is a slot to the Ford Ironman World Championship and the Marine Corps Ironman World Championship. –Gaylia Osterlund, Ironman



The National Junior College Athletic Association (NJCAA) Region V Basketball Tournament brought in over 2,800 people resulting in an economic impact of over \$1 million. The region 5 territory stretches from Dallas to El Paso all the way up to Texas's most northern border and includes colleges in the eastern part of New

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Sales

2012 Sooner Athletic Conference Golf Championships The Sooner Athletic Conference consists of 12 Private Universities in Texas, Oklahoma, and Arkansas. The golf championship will host 50 players and 8 coaches in both the Men's and Women's divisions. This event will be new to Lubbock and is expected to draw 200 attendees and 500 room nights totaling \$153,870 in economic revenues.

2013 NJCAA Golf National Championships

The National Junior College Athletic Association Region 5 Division-I consists of 28 colleges in Texas and New Mexico. The golf championship will be new to Lubbock and will host 160 golfers, 50 coaches, 250 spectators, totaling 940 room nights and \$289,275.60 in economic revenues.

2012 Premier Baseball Senior National Championships After hosting the Premier Baseball Sophomore 2011 National Championships, Lubbock Sports won the bid to host to the 2012 Senior National Championships for the first time in addition to again hosting the Sophomore 2012 National Championships. The Senior Championship will host 40 regional teams and draw 720 attendees. The event will total 2,500 room nights and result in \$769,350 in economic impact.

While Lubbock Sports was able to receive new contracts for the significant events listed above, Lubbock Sports has secured contracts to bring back every one of their top ten events plus many others from FY2010-2011.

VISIT LUBBOCK IS AN INSTRUMENTAL PART IN BRINGING ECONOMIC GROWTH THROUGH TOURISM TO LUBBOCK. –Tom Martin | Mayor of Lubbock







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MARKETING

Hosting

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The American Wind Energy Association's (AWEA) 2011 Wind Power Show is the largest wind energy trade show and subsequently an event that is internationally recognized and well attended. LEDA and the Amarillo EDC hosted a variety of wind companies and site selection consultants at an Angels baseball game during the 2011 AWEA Wind Power Show in Anaheim, CA. Over 40 representatives of companies that research and manufacture turbine components and equipment, as well as consultants that the industry specialize in attended the event. LEDA's intention was to inform these key individuals of Lubbock's advantageous location and available resources. Some of the companies that attended the ball game included Samsung, Sandia National Labs, Siemens, Alstom, The German Wind Energy Association, Zarges, and Gemini Wind.

Marketing Trips

The business recruitment team of Marc, Chad and Elizabeth met with more than 150 different companies in 9 different major metropolitan areas in an effort to develop new relationships and encourage job producing investments in Lubbock. The team strategically plans their trips to cities across the country that afford the best opportunity to meet with key individuals during the course of their stay. These key individuals include site selectors, corporate real estate executives, venture capitalists, and private equity firms that are involved in the location and site selection of companies, incentive negotiations, and mergers and acquisitions. Additionally, these trips serve as a proactive way for LEDA to identify businesses who are possibly looking to relocate and whose business would thrive due to the location and workforce Lubbock is able to offer.

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The Communications Department

The team in the Communications Department supports the efforts of LEDA, Visit Lubbock and Lubbock Sports, with a variety of marketing materials. With a production calendar of over 800+ marketing projects per year, the in-house team is fully responsible for a complete solution, from media planning and copy writing to design and photography. The Department works in traditional media, as well as interactive media, managing the web sites and social media campaigns of all organizations. Significant projects this year included industry brochures, print ads, quarterly newsletters, press releases, airport signage, travel writer hosting, radio commercials, video shoots, custom presentations, web banners, mobile web site management, and sports tournament programs.

The communications team placed advertisements in a variety of

Publications



- publications such as these:
- Area Development — Business Facilities
- Business XPansion Journal
- CoreNet Global
- Expansion Solutions
- Global Corporate Expansions
- RED News
- Site Selection
- Trade & Industry Development

ELUBBOCK.



- AAA Travel
- Americas Best Vacations
- Convention Forum
- Meeting Planners Guide
- Midwest Living
- Rejuvenate
- See Texas First
- Shop Across Texas
- Sports Destination Manage-

- Sports Events
- Texas Events Calendar
- Texas Highways
- Texas Meeting and Events
- Texas Monthly
- Texas State Travel Guide
- Texas Society of Association Executives Membership Directory
- USSSA Today



Visit Lubbock Mobile Web Site

In June, Visit Lubbock launched a new mobile web site to connect with visitors in ways never before possible. This web-based application is optimized for all smart phone and tablet device users, providing a wealth of entertainment, dining and accommodations information at their fingertips. Unique to the Visit Lubbock mobile site, users can search destination options by category type or by proximity, using advanced location awareness technologies. A Calendar of Events highlights events by current day, week and month perspectives. In an interesting graphic treatment, the launch screen of the mobile web site depicts the iconic cowboy and horse, standing in an environment specific to the current weather in Lubbock. Since its launch in late June, 4,337 unique visitors have visited the site per month on average.

Mobile Web Site Print Campaign



To launch the Visit Lubbock mobile web site, the Communications team created a series of ads highlighting several attractions in Lubbock. These destinations included the Silent Wings Museum, Main Event Entertainment, Caprock Winery, The Rawls Course and meeting spaces at The Overton Hotel. To show that "Lubbock has Gone Mobile," each ad shows the iconic cowboy and horse in the middle of the scene, creating a clever juxtaposition. Body copy specific to the target market is written as ads are released according to the media schedule.

[THE MOBILE WEBSITE] IS A HUGE LEAP FOR LUBBOCK. IT'S WAY MORE COST EFFICIENT AND I THINK IT'S A GREAT TOOL FOR OUR COMMUNITY.

-Todd Klein | Lubbock Councilman



\star Honors, Awards & Appointments

CEDA Award LEDA and X-Fab/Cymbet Project was chosen by the Texas

Economic Development Council (TEDC) to receive its annual Community Economic Development Award (CEDA) for 2011. The TEDC established CEDA to honor the excellence and exceptional contributions of Texas communities in economic development.

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Visit Lubbock Accreditation

Destination Marketing Association International (DMAI) is the world's largest association of destination marketing professionals. Accreditation from their Destination Marketing Accreditation Program (DMAP) was awarded in July 2011. Visit Lubbock is one of five Convention and Visitors Bureaus in Texas to receive this designation.

Texas One Board of Directors

Texas One markets Texas for the Office of the Governor's Division of Economic Development and Tourism to businesses outside the states' borders. Marc Farmer was appointed by Governor Rick Perry in December 2010 for a term to expire at the pleasure of the Governor.

Governor Appointment The Career and Technology Association of Texas appointed Terri Duncan to serve on the 21st Century Workforce committee and represent the Career & Technical Education community.

Executive Board for TEDC.

The Texas Economic Development Council is the premier statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas. John Osborne was appointed in September 2010 to serve a one-year term on the Executive Board, and elected to serve in the Executive Board rotation beginning with the position of Treasurer in September 2011.

Co-Chair of Legislative Committee for TEDC	The Legislative Committee of TEDC monitors the Texas Leg- islature and advocates actions necessary to ensure the profes- sion of economic development has the statutory tools neces- sary to grow communities throughout Texas. John Osborne was appointed by the Chairman of the Board in September 2010 to serve for one year.
TTIA Board of Directors	The Texas Travel Industry Association is a statewide organiza- tion made up of businesses, organizations, associations and indi- viduals with an interest in developing tourism in Texas. John Os- borne was appointed in September 2011 to serve a two year term.
TMAC Board of Directors	The Texas Manufacturing Assistance Center (TMAC) exists to enhance the global competitiveness of the extended manufac- turing enterprise in Texas and appointed Terri Duncan to serve on its Board of Directors.
TACVB Board of Directors	The Texas Association of Convention and Visitors Bureaus pro- vides 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 September 2010 for a service to conclude in 2013.
TDM Designation	The Texas Association of Convention & Visitors Bureaus (TACVB) awarded Amy Zientek the Texas Destination Marketer (TDM) designation in July 2011. The TDM Certificate program offers industry professionals an educational framework for mar- keting Texas as a destination for both tourism and group busi- ness.
Customs Broker	
License	Christine Allen received her Customs Broker License in June 2011. Customs Brokers assist importers and exporters to meet Federal trade requirements and help with Customs forms, pro- cesses and procedures. Through this licensing process, she has gained a working knowledge of Foreign Trade Zones which will enable Market Lubbock, Inc. to continue to assist Lubbock busi-



FY 2010-2011 GOALS

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(EA) LUBBOCK	Locations	15
ALLIANCE	Jobs	600
	Type I Marketing Trips	16
	Type II Marketing Trips	10
	Type III Marketing Trips	9
	New Prospects	90
ELUBBOCK.	CVB Rooms Contracted	34,000
	CVB Rooms Serviced	39,000
LUBBOCK	Sports Rooms Contracted	75,000
SPORTS	Sports Rooms Serviced	82,500

WITH LEDA'S ASSISTANCE, EBURON ORGANICS HAS BEEN AFFORDED A HIGHLY EDUCATED WORKFORCE AND HAS HIRED PH.D. SCIENTISTS FROM TEXAS TECH UNIVERSITY. WE CONTINUE TO GROW OUR BUSINESS **DURING THE ECONOMIC DOWNTURN, BENEFITING** FROM THE HIGH CALIBER OF CHEMISTS PRODUCED **RIGHT HERE IN LUBBOCK.**



Carol C. Howell | "Fourth On Broadway" | 2011 Local Color Studio

1500 Broadway, 6th Floor Lubbock, Texas 79401

Visit Lubbock | Lubbock Sports Phone (806) 747-5232 Fax (806) 747-1419 Visitlubbock.org

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE PHONE (806) 749-4500 Fax (806) 749-4501 LUBBOCKEDA.ORG