



Lubbock



LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE 2020 YEAR IN REVIEW



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YEAR IN REVIEW



MESSAGE TO OUR STAKEHOLDERS



Click [here](#) for a message from our
Board Chairman, Barry Orr



MESSAGE TO OUR STAKEHOLDERS



Click [here](#) for a message from our
President and CEO, John Osborne

COMPANY PURPOSES



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



**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™**

LEDA's mission is to promote economic growth by creating high-quality jobs, investing in new capital improvements and improving Lubbock's quality of life. LEDA accomplishes its mission by developing relationships with corporations and individuals across the region, state, nation and world in an effort to inform and educate them about Lubbock's business-friendly environment and skilled, qualified workforce.

**M A R K E T
LUBBOCK™**

Market Lubbock Economic Corporation was created in 1995, with the approval of the Lubbock City Council, for the purpose of promoting, assisting and enhancing economic development in the city. The legislation under which Market Lubbock, Inc. was incorporated provides Lubbock with broader opportunities to attract new job-producing investments.

Visit
LUBBOCK™

Visit Lubbock's purpose is to grow the local economy by attracting and hosting meetings, conventions and conferences, as well as leisure or attraction-driven visitors. The dollars spent by visitors benefits our local citizens by reducing their tax burden.

**LUBBOCK™
SPORTS**

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.

LEDA BOARD OF DIRECTORS



MR. BARRY ORR

Chairman of the Board
CEO of First Bank and Trust



MRS. KRISTIN MURRAY, CHA

Executive Director at
Voice of Hope



MR. MARK GRIFFIN

President & General Counsel
of the Griffin Companies



**MRS. REGINA JOHNSTON,
CPA**

Partner at Robinson,
Johnston & Patton



MR. CHRIS CARPENTER

President of Armstrong
Plumbing - Air - Electric
Armstrong Mechanical Co. Inc.



DR. JOHN OPPERMAN

Vice Chancellor for
Academic Affairs
Texas Tech University System



MRS. SUZANN KIRBY, CPA

CFO for United
Supermarkets, LLC



MR. CALVIN DAVIS

District Director of
the United States Small
Business Administration,
West Texas Office



MR. MATT BUMSTEAD

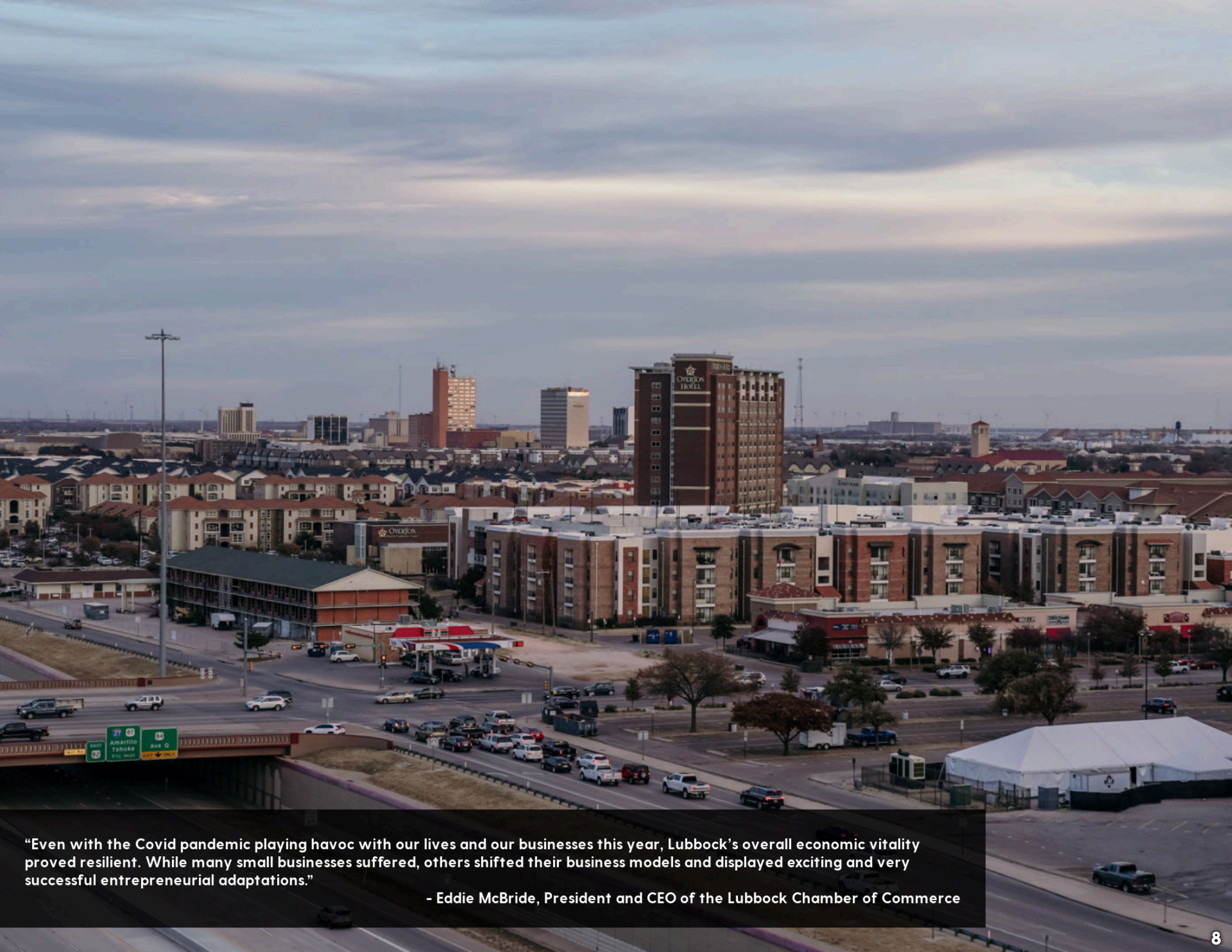
President at Nun Ide and CEO
in Residence for
Lubbock Christian University



MR. BRETT CATE

Chief Sales Officer
for Tyler Technologies

Click [here](#) to view a complete list of the LEDA staff and [here](#) to view the Visit Lubbock team



“Even with the Covid pandemic playing havoc with our lives and our businesses this year, Lubbock’s overall economic vitality proved resilient. While many small businesses suffered, others shifted their business models and displayed exciting and very successful entrepreneurial adaptations.”

- Eddie McBride, President and CEO of the Lubbock Chamber of Commerce



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™

1,090

TOTAL JOBS

TOTAL CAPITAL
INVESTMENT

\$36,308,437

\$85,215,633

**TOTAL
ANNUAL
VALUE
ADDED
IMPACT**

Visit
LUBBOCK

254

CONVENTIONS
& EVENTS

92,579

ROOM
NIGHTS

\$38,809,116.80

**TOTAL
ECONOMIC
IMPACT**

LUBBOCK
SPORTS

137

SPORTING
EVENTS

84,380

ROOM
NIGHTS

\$85,215,633

**TOTAL
ECONOMIC
IMPACT**

ORGANIZATIONAL IMPACT & ROI



The teams at LEDA, Visit Lubbock and Lubbock Sports experienced many exciting projects this year including hosting nearly six and a half million visitors, encouraging growth in industries, revitalizing downtown and investing in workforce development programs. By collaborating with local organizations as well as the City of Lubbock, Market Lubbock, Inc. was able to offer financial assistance to small businesses and business owners affected by the economic impacts of COVID-19.

ANNUAL IMPACT

LEDA/MARKET LUBBOCK, INC. LOCATIONS	2019/20	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
TOTAL LOCATIONS	25	217	13.6
TOTAL JOBS	1,090	9,804	612.8
AVG. # JOBS/LOCATION	43.6	-	45.2
TOTAL CAPITAL INVESTMENT	\$36,308,437	\$1,220,086,404	\$76,255,400
TOTAL INCENTED ANNUAL WAGES	\$0	\$160,589,135	\$10,036,821
AVG. ANNUAL WAGE OF INCENTED JOBS	N/A	-	\$40,708
TOTAL ANNUAL VALUE ADDED IMPACT	\$85,215,633	\$1,609,409,986	\$100,588,124
AVG. VALUE ADDED IMPACT/JOB CREATED	\$78,179	-	\$164,159
AVG. VALUE ADDED IMPACT/LOCATION	\$3,408,625	-	\$7,416,636

ANNUAL IMPACT



VISIT LUBBOCK AND LUBBOCK SPORTS	2019/20	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
TOTAL CONVENTIONS AND EVENTS	254	6,538	408.6
TOTAL NUMBER OF ROOM NIGHTS	92,579	2,109,245	131,827.8
AVERAGE NUMBER OF ROOM NIGHTS/CONVENTION OR EVENT	364	-	322.6
TOTAL ESTIMATED ATTENDEES	347,732	6,177,485	386,093
AVERAGE NUMBER OF ATTENDEES/CONVENTION OR EVENT	1,369	-	908
TOTAL ECONOMIC IMPACT	\$38,809,116.80	\$673,131,352	\$42,070,710
TOTAL ANNUAL VALUE ADDED IMPACT	\$85,215,633	\$1,609,409,986	\$100,588,124
AVG. ECONOMIC IMPACT/CONVENTION OR EVENT	\$152,791.80	-	\$102,957
AVG. ECONOMIC IMPACT/ROOM NIGHT	\$419.20	-	\$319
AVG. ECONOMIC IMPACT/ ATTENDEE	\$111.61	-	\$108.97
AVG. AMOUNT OF INCENTIVES	\$1,328	-	\$1,262
AVG. AMOUNT OF INCENTIVES/ROOM NIGHT	\$3.64	-	\$4.08
AVG. AMOUNT OF INCENTIVES/ATTENDEE	\$0.97	-	\$1.39
	\$115.02	-	\$108.17



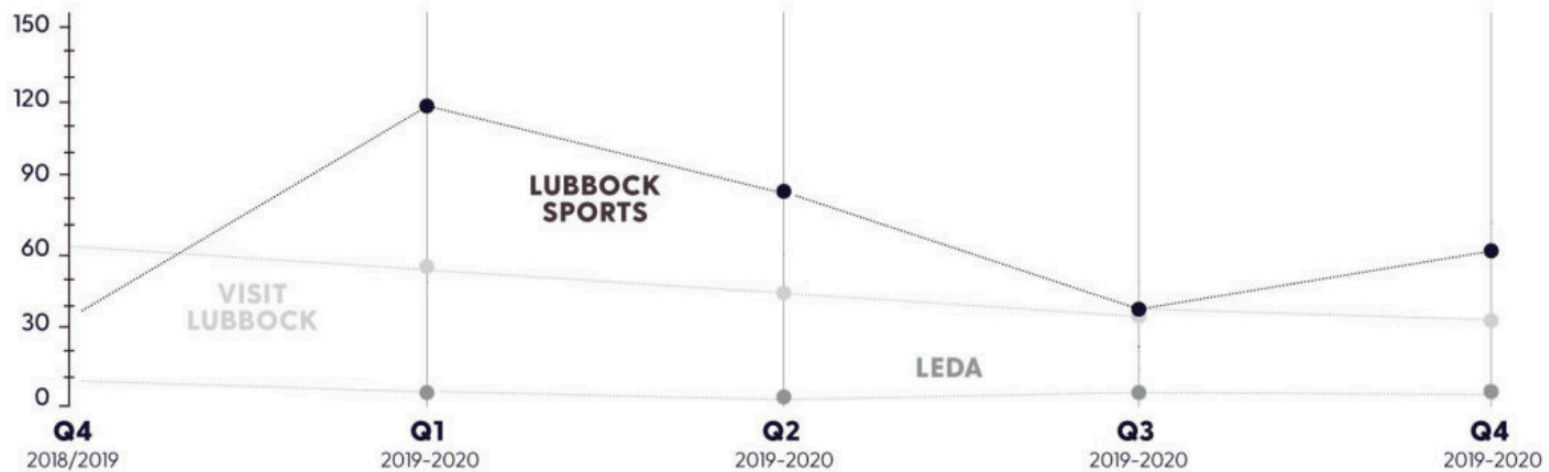
“When you look at the opportunities that exist in the Lubbock community, our decision to open a corn milling facility here is a no-brainer. Our partnership with LEDA allows us to provide more job opportunities to the region and offer a new organic flour product to the world at a time when food security is more critical than ever.”

- Gary Van Dam, project development for General Advanced Foods

CURRENT PROSPECTS



NEW PROSPECTS IDENTIFIED



PROSPECTS BY REFERRAL

VISIT LUBBOCK/ LUBBOCK SPORTS



LEDA



VISIT LUBBOCK/LUBBOCK SPORTS

Ally Referral

6

LEDA

Allies

7

CURRENT PROSPECTS



2019/20 LEDA PROSPECTS BY NAICS CODE

	TOTAL	PERCENT
111 Crop Production	2	2.6%
237 Heavy and Civil Engineering Construction	1	1.3%
311 Food Manufacturing	13	17.1%
315 Apparel Manufacturing	1	1.3%
325 Chemical Manufacturing	4	5.3%
326 Plastics and Rubber Products Manufacturing	5	6.6%
331 Primary Metal Manufacturing	1	1.3%
332 Fabricated Metal Product Manufacturing	3	3.9%
333 Machinery Manufacturing	6	7.9%
334 Computer and Electronic Product Manufacturing	3	3.9%
335 Electrical Equipment, Appliance, and Component Manufacturing	1	1.3%
336 Transportation Equipment Manufacturing	1	1.3%
339 Miscellaneous Manufacturing	5	6.6%
423 Merchant Wholesalers, Durable Goods	1	1.3%
424 Merchant Wholesalers	3	3.9%
484 Truck Transportation	4	5.3%
488 Support Activities for Transportation	1	1.3%
493 Warehousing/Storage	2	2.6%
517 Telecommunications	2	2.6%
519 Other Information Svcs	1	1.3%
524 Insurance Carriers	1	1.3%
525 Funds, Trusts and Other Financial Vehicles	1	1.3%
541 Professional, Scientific and Technical Services	9	11.8%

CURRENT PROSPECTS

PROSPECTS BY MARKET TOTAL PERCENT

Association	28	30.43%
Association Government	2	2.17%
Corporate	5	5.43%
Education	21	22.83%
Festivals/Events	5	5.43%
Government	1	1.09%
Group Tour	5	5.43%
Military Reunion	1	1.09%
Religious	1	1.09%
Social/Fraternal	5	5.34%
Weddings	1	1.09%
Total	%	

PROSPECTS BY SPORT TOTAL PERCENT

Academics	1	1.37%
Baseball	4	5.48%
Basketball	16	21.92%
Bowling	2	2.74%
Combat	10	13.70%
Football	2	2.79%
Golf	3	4.11%
Gymnastics	1	1.37%
Multisport	3	4.11%
Other	5	6.85%
Running	7	9.59%
Soccer	2	2.74%
Softball	2	2.74%
Swim/Dive	2	2.74%
Tennis	5	6.85%
Track & Field	7	9.59%
Tumbling/Cheer	1	1.37%
Total	73	



LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE



"We could not be happier with our choice in expanding into Lubbock and are looking forward to establishing a trusted partnership with the community. Working with the team at the Lubbock Economic Development Alliance was an important, key piece in our decision."

- Elaine Widner, Vice President, Administration of Skywriter MD

LEDA LOCATION ANNOUNCEMENTS



In line with its strategic plan, LEDA actively seeks businesses that will diversify and complement Lubbock's industry composition, have a positive impact on the community, and employ residents and graduates while strengthening Lubbock's growing, highly-skilled workforce.

COMPANY	TOTAL JOBS	CAPITAL INVESTMENT	ANNUAL VALUE ADDED IMPACT
Tyler Technologies	115	\$5,000,000	\$29,478,051
AT&T Communications	300	-	\$15,685,936
St. Francis Community Services in Texas ,Inc.	190	\$236,678	\$11,063,079
Key Organics, Inc.	38	\$5,854,400	\$3,866,727
Corteva	2	\$5,062,000	\$284,438
SkyWriter MD	130	\$400,000	\$9,151,466
AT&T Communications	240	\$0	\$15,685,936
MC&O Inc	6	-	-
Texas Truck and Equipment	18	-	-
A&K Delivery	17	-	-
Grady Henly Decorators	6	-	-
Hayes DME	9	-	-
Nitai Texas LLC	10	-	-
LSO - Support Lubbock	9	-	-
2019 /20	1,090	\$16,553,078	\$85,215,633

LEDA LOCATION HIGHLIGHTS

CORTEVA AGRISCIENCE

Corteva Agriscience, an agricultural chemical and seed company, expanded the current facility for the Corteva Seed Research Center investing \$5 million and adding two jobs. The expansion accommodated additional efforts on multi-crop breeding and testing. This facility serves as the hub of the Rolling Plains, High Plains, and the Panhandle of Texas and focuses on cotton, corn and sorghum.

SKYWRITER MD

Skywriter MD, a medical scribe company, created 130 new jobs and \$400,000 of capital investment for the downtown Lubbock community. Skywriter MD utilized Lubbock's position as the hub for health care in West Texas and hired more than 100 new virtual scribe positions. This service provides physicians with more time with patients and less time documenting notes from the visit. The experience these positions provide in medical terminology, electronic medical record software and physician workflow creates a well-rounded skill set for the employees. Medical students make up the majority of these positions making them a competitive candidate for the medical field or continued course of study.

SAINT FRANCIS MINISTRIES

Saint Francis Community and Family Services, Inc. provides healing and hope to children, adults and families. Located in seven states and two countries, Saint Francis opened three new offices in Texas with the largest one in downtown Lubbock. To provide for placement services, community engagement and the coordination of services for children in foster care and their families, Saint Francis Ministries plans to add 190 jobs in Lubbock within the next two years.

HUB CITY SPOKES



From exceptional community leaders and pioneers of major research, to the highlight on local companies who worked tirelessly to serve Lubbock during the COVID-19 outbreak, each of the season themes is strategically curated to provide listeners in any field of work with valuable information that spurs momentum in Lubbock. Just as a spoke connects the wheel, support for our strong workforce connects our community. When one business, organization or individual flourishes, we all do.

This season on *Hub City Spokes*, Katherine White with the Lubbock Economic Development Alliance sat down with entrepreneurs and leaders to discuss the impacts of the recent public health emergency on their businesses. Local business owners and public officials shared their experiences adapting to the recent changes, economic climate and opening a business, as well as how Lubbock citizens came together during this challenging time in support of the community.



LUBBOCK CODING ACADEMY



IN THE PAST YEAR, THERE HAVE BEEN



29

**GRADUATES FROM THE
LUBBOCK CODING ACADEMY**

OF THOSE STUDENTS

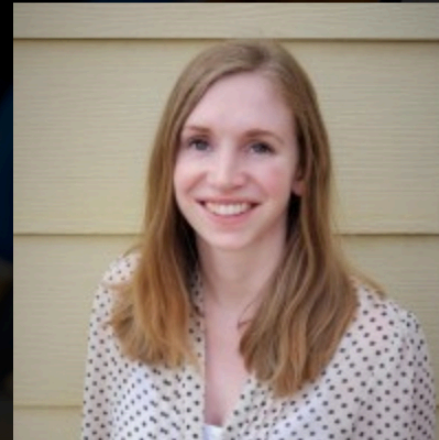


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**ARE
WOMEN**



LUBBOCK CODING ACADEMY



LINDSAY WILSON

"The Lubbock coding academy was a great and challenging experience for me. I went from knowing nothing about programming to learning so much. I started a new job a few months before graduating as a programming intern and am currently a software developer. I absolutely love my job and what I do."



ANTHONY PEREZ

"My experience with Lubbock Coding Academy was one of being presented with challenges both technical and personal, and being determined enough to overcome those challenges. I have Lubbock Coding Academy to thank for the wealth of knowledge that the instructors have passed down to me."



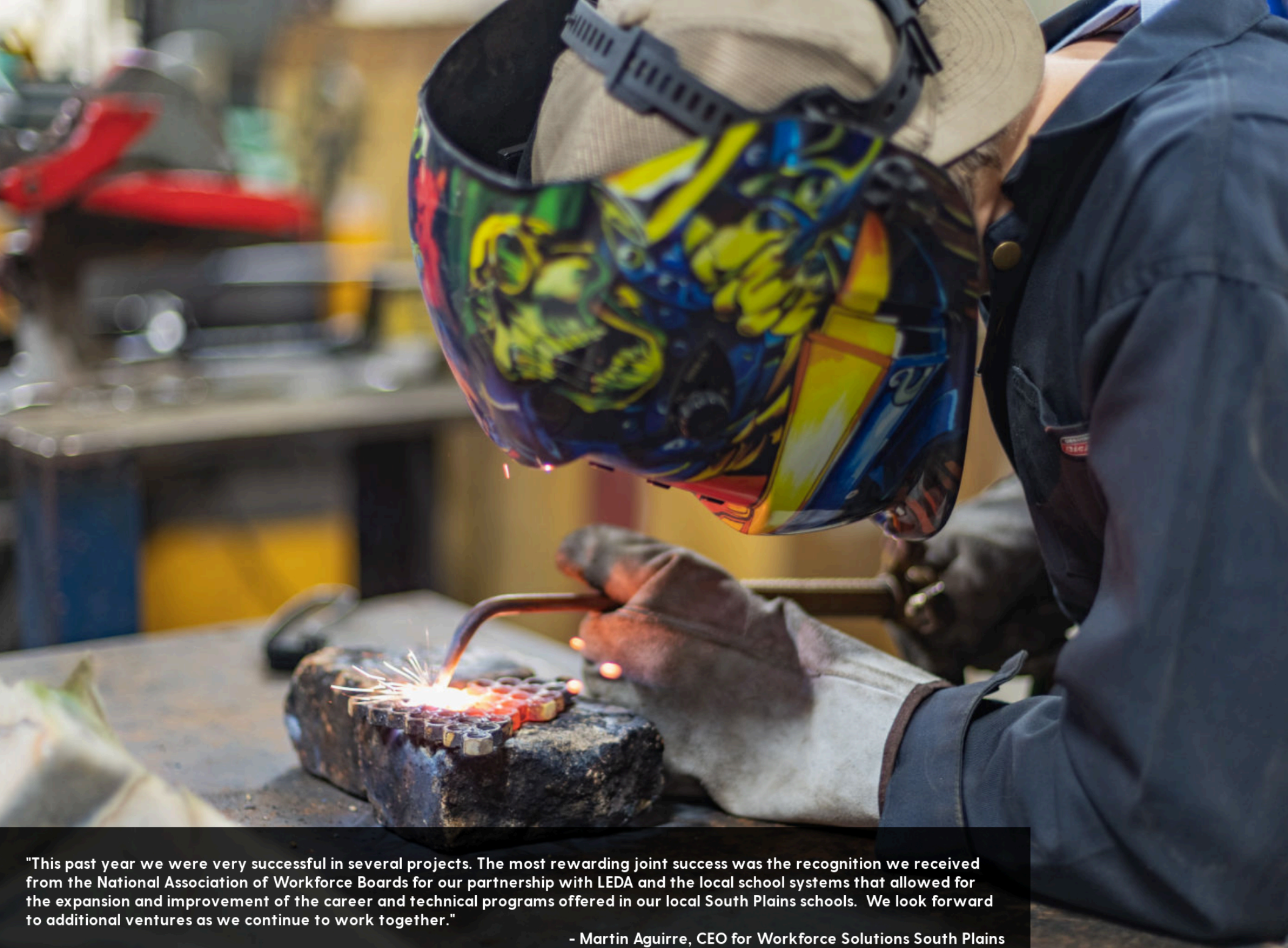
SPC ACADEMIC CENTER



In 2014, the Lubbock Economic Development Alliance (LEDA) began exploring the possibility of adding an academic center to downtown. Leaders recognized a need for a community college in Lubbock that would bring people to the downtown area daily.

After years in the works, the South Plains College Lubbock Center will open in the former Lubbock City Hall and bring 2,500 students downtown every day. This project has not only spurred more purchases and renovations of downtown buildings but also provides citizens with additional access to education. Students will have the opportunity to live, learn, work and play in a burgeoning downtown scene. As 70% of community college students work while going to school, the South Plains College Lubbock Center in downtown also increases availability of a workforce for these businesses.

Over the past year, South Plains College has officially taken ownership of the building located on 13th street and Avenue Q. The college is currently in the process of making renovations. Building improvements will include a complete and total remodel and is expected to be complete in time for classes to take place in the 2022 Fall semester.



"This past year we were very successful in several projects. The most rewarding joint success was the recognition we received from the National Association of Workforce Boards for our partnership with LEDA and the local school systems that allowed for the expansion and improvement of the career and technical programs offered in our local South Plains schools. We look forward to additional ventures as we continue to work together."

- Martin Aguirre, CEO for Workforce Solutions South Plains

SPC TRUCK DRIVING SCHOOL



The demand for professional truck drivers is continuously increasing. In the past year, there have been over 500,000 professional truck-and-trailer job postings in the state of Texas. As students begin searching for a position upon completion of the program at South Plains College a plethora of entry-level jobs are available.





"I'm very proud to work across the aisle with my good friend and colleague, Rep. Henry Cuellar, on this important legislation. With a stronger farm bill, a new and improved trade deal with Canada and Mexico, and one of the largest energy basins in the world - establishing a four-lane, federal highway from West Texas through the Heartland is critical to enhancing America's agriculture and energy dominance. However you measure it - new jobs, economic growth, reductions in traffic and accidents - the return on investment for the Ports-to-Plains highway project is tremendous, not only for Texas, but for the entire country."

- U.S. Representative Jodey Arrington (TX-19)

PORTS-TO-PLAINS ALLIANCE



PORTS-TO-PLAINS CORRIDOR INTERSTATE FEASIBILITY STUDY

Texas Governor Greg Abbott signed HB 1079 initiating the Ports-to-Plains Corridor Interstate Feasibility Study which was conducted by TxDOT. The Segment Committee reported a positive economic analysis for the entire Corridor, which included the following projected impacts for the first 20 years following the completion of the infrastructure upgrade in the graphic on the left.

FUTURE INTERSTATE DESIGNATION

U.S. Congressman Jodey Arrington introduced the Ports-to-Plains Highway Act of 2020 (HR 7151), which was later added as an amendment to The Moving Forward Act (HR 2), designating the future interstate along the Ports-to-Plains Corridor in Texas and New Mexico. The Act was passed by the U.S. House of Representative 233 to 188 on July 1, 2020.

Letters supporting future interstate designation for Texas and New Mexico were provided by TxDOT and NMDOT.

U.S. Senator Cory Gardner (R-CO), a member of the Senate Committee on Commerce, Science, and Transportation, introduced S. 4701, the Ports-to-Plains Highway Act, which is co-sponsored by U.S. Senator John Cornyn (R-TX). The legislation designates the Ports-to-Plains Corridor for Texas, New Mexico, Oklahoma and Colorado as a future interstate.

\$55.6 BILLION **76% RETURN ON**
GAINED IN TEXAS GDP **INVESTMENT**

\$4.1 BILLION **IN STATEWIDE ANNUAL**
TRAVEL TIME SAVINGS

2.4 BENEFIT-
COST RATIO → **ANYTHING OVER 1 IS CONSIDERED A**
SIGNIFICANT, WORTHWHILE INVESTMENT.

21% DECREASE IN **= \$450 MILLION** **IN SAFETY**
CRASH RATE **IMPROVEMENTS**

A photograph of a woman with long brown hair, wearing a maroon t-shirt and blue jeans, standing next to a dark-colored SUV. She is holding two brown paper shopping bags. The SUV has a man in the driver's seat and a woman in the passenger seat. The car has a '5.6' badge on the side and a '10-21' sticker on the windshield. The background is a blurred outdoor setting with trees and a building.

SUPPORT LUBBOCK FUND



ESTABLISHING THE FUNDS

During the COVID-19 pandemic, Lubbock exhibited the true depth of its commitment to the business community through a relief fund of \$2 million that helped local small businesses bridge the gap during those challenging times. During a Lubbock Economic Development Alliance (LEDA) board meeting, the need to aid small businesses was quickly recognized and received unanimous support; this determination to support local businesses set into motion the basis for the Support Lubbock Fund. A partnership was established for the fund to include LEDA, Market Lubbock, Inc. and South Plains Association of Governments (SPAG).

HELP FOR OUR BUSINESSES

When the Support Lubbock Fund was announced on April 22, 2020, John Osborne, president and CEO of LEDA and Market Lubbock, Inc., expressed his hopes for the effort, saying, "We know Lubbock's small businesses are experiencing very difficult times, and the Support Lubbock Fund is meant to help them during this in-between time as we all work together to bring back our economy." Within days of the fund's creation, relief money started going out to local businesses with gross annual revenues of less than \$5 million. The collective sigh of relief was almost audible. A total of 59 small businesses received loans ranging from \$20,000 to \$60,000, depending on the gross annual revenue of the company and the amount needed. These businesses represented a broad range of industries, from retail, to manufacturing, and more. The \$2 million fund was fully deployed throughout the community within 13 days. As impressive as \$2 million is, the Support Lubbock Fund represented much more than dollars in bank accounts. It protected the livelihoods of hard-working people.



"It was an honor for the South Plains Association of Governments (SPAG) to be able to partner with LEDA in the development and implementation of the Support Lubbock Fund. At a time when many of Lubbock's small businesses were hurting as a result of the pandemic, LEDA and Market Lubbock stepped up and provided a much-needed lifeline".

- Tim Pierce, Executive Director of SPAG



MARKET LUBBOCK, INC.

SINCE 2015,
\$339,408,410
 HAS BEEN INVESTED
 IN DOWNTOWN
 REDEVELOPMENT
 PROJECTS.

224
 PROJECTS
 INITIATED

DOWNTOWN AND EAST SIDE GRANT PROGRAM TOTALS

DOWNTOWN Nov. '16 - Aug '20		EAST SIDE Nov. '18 Aug '20	
TOTAL GRANTS	TOTAL COMPLETED PROJECTS	TOTAL GRANTS	TOTAL COMPLETED PROJECTS
78	65	8	6
TOTAL PRIVATE INVESTMENT \$52,773,681		TOTAL PRIVATE INVESTMENT \$214,042	
TOTAL MARKET LUBBOCK INVESTMENT \$2,083,410		TOTAL MARKET LUBBOCK INVESTMENT \$52,169	
RATIO OF \$25.33 IN DOWNTOWN PRIVATE INVESTMENT FOR EVERY \$1.00 OF PUBLIC INVESTMENT THIS YEAR.		RATIO OF \$4.10 IN EAST SIDE PRIVATE INVESTMENT FOR EVERY \$1.00 OF PUBLIC INVESTMENT THIS YEAR.	

DOWNTOWN AND EAST SIDE ACTIVITY



"With the completion of three catalytic projects; the Cotton Court Hotel, Citizens Tower, and The Buddy Holly Hall of Performing Arts and Sciences, the outlook for Downtown has never been better. In addition, there were new restaurants open and numerous renovation projects completed. McDougal Companies relocated our corporate offices to the middle of the action, and we hope our relocation will inspire other Lubbock businesses to join in downtown's transformation. You can expect more major project announcements in the coming months. Downtown Lubbock will be an economic driver and preferred destination for decades."

- Marc McDougal, CEO for McDougal Companies

MARKET LUBBOCK DOWNTOWN GRANTS



COMPANY NAME	CAPITAL INVESTMENT	ADDRESS
1500 Broadway Partners	\$1,207,523	1500 Broadway 79401
1602 Texas Ave, LLC	\$128,007	1302 Broadway 79401
2Sparks & Co.	\$166,499	1109 Broadway 79401
806 Development LC	\$240,551	1013 Broadway 79401
Auld Brewing Company	\$214,808	515 Broadway 79401
Experience Life	\$6,655	1313 13th St. 79401
Germblast	\$41,135	1414 Ave J 79401
Hart Chesnutt LLC	\$18,000	1401 Crickets 79401
Lubbock Pico Properties	\$91,200	1822 Buddy Holly 79401
Lubbock Symphony	\$199,341	601 Ave K 79401
McCourt Place, L.C.	\$20,160	1001 Main St. 79401
Metro Tower Housing	\$14,707,425	1220 Broadway 79401
Nicolett Restaurant	\$256,730	511 Broadway 79401
Officewise	\$6,249	1301 13th St. 79401
Pierce Consulting Group	\$12,465	1306 Broadway, Suite B 79401





MARKET LUBBOCK EAST SIDE GRANTS



COMPANY NAME	CAPITAL INVESTMENT
Dale Richardson	\$8,235
East Lubbock Art House	\$1,211
Tropical Icy	\$12,896
UniFirst Corporation	\$18,197
TOTAL	\$40,539



MARKETING AND COMMUNICATIONS



WEBSITES

VISIT LUBBOCK WEBSITE

357,137
TOTAL USERS

**TOTAL
SESSIONS
467,903**

TOTAL PAGE VIEWS
689,834

LEDA WEBSITE

**TOTAL
USERS
84,073**

TOTAL SESSIONS
101,853

TOTAL PAGE VIEWS
210,224

MARKETING AND COMMUNICATIONS



SOCIAL MEDIA



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™

PLATFORM	IMPRESSIONS	ENGAGEMENTS	CLICKS
	219,965	2,401	99
	8,078,603	145,428	66,268
	2,596,607	3,149	134
	98,164	5,124	3,181

*Social numbers reflect data from November 1, 2019 - September 30, 2020

visit
LUBBOCK & LUBBOCK
SPORTS

PLATFORM	IMPRESSIONS	ENGAGEMENTS	CLICKS
	642,367	6,035	285
	5,772,435	2,224,167	71,145
	1,737,305	21,497	421
	17,902	1,137	588

*Social numbers reflect data from November 1, 2019 - September 30, 2020

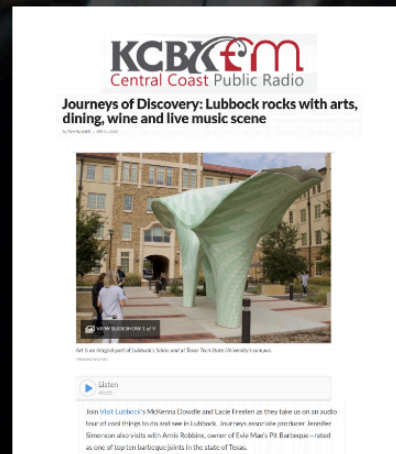
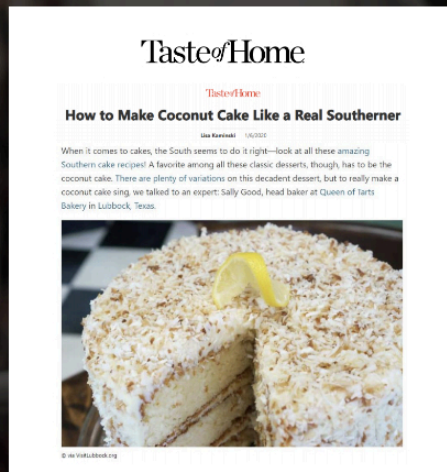
TRAVEL WRITERS



“What appears to be an ordinary town has in fact a long history of human inhabitation, attractive Western cowboy culture, and unexpected public arts and wine appreciation.”

– David Lang, *Sing Tao Daily News* (translated from Chinese)

14 JOURNALISTS HOSTED 183M REACHED





VISIT LUBBOCK



“Lubbock was the first place we held one of our week-long programs after some COVID restrictions were lifted and we were allowed to travel. The Visit Lubbock and Overton Hotel staff made it so easy to host a successful and safe event. The communication was amazing and I never felt like we were putting on this event alone. I highly recommend hosting an event in Lubbock.”

- Tara Armstrong, meeting planner for the Law Enforcement Management Institute of Texas

VISIT LUBBOCK & LUBBOCK SPORTS EVENTS



ECONOMIC IMPACT LOST	\$45,966,956
ROOM NIGHTS LOST	109,654
ATTENDEES LOST	241,470
TOTAL EVENTS LOST	135

Each year, convention-goers and sports teams from across the country and around the world make their way to Lubbock to attend events, conferences, tournaments and games. From first-time visitors to those rebooking an event, Lubbock is reputable for its unmatched service, attention to detail and competitive bid.

This year, as a result of Covid-19, Lubbock had significant economic losses due to canceled and postponed events. The longterm affects of the public health crisis on the tourism industry will result in smaller groups, virtual meetings and other industry changes. The economic impacts of tourism are crucial to the prosperity of Lubbock.

VISIT LUBBOCK HIGHLIGHTS



BOOKED EVENTS

TEXAS ASSOCIATION COLLEGIATE REGISTRARS: ADMISSIONS OFFICERS ANNUAL CONFERENCE

In November 2021, the Texas Association Collegiate Registrars: Admissions Officers Annual Conference is making its way to Lubbock. This event is expected to draw 700 attendees from across the Lone Star State, booking 1,405 rooms with an estimated economic impact of \$588,976.

SOLID WASTE ASSOCIATION OF NORTH AMERICA - TEXAS LONE STAR CHAPTER ANNUAL CONFERENCE

In early spring, the Solid Waste Association of North America will host the 2020 Texas Lone Star Chapter Annual Conference. This event is estimated to track 305 rooms, 200 attendees and have an economic impact of \$127,856.

TEXAS FEDERATION OF WOMEN'S CLUBS SPRING CONVENTION

In April 2021, Visit Lubbock will welcome the Texas Federation of Women's Clubs Spring Convention. An estimated 150 attendees from across the state will gather, bringing in a projected 175 room nights and \$73,360 to the Lubbock economy.





LUBBOCK SPORTS



"We were faced with certain challenges that come from planning an event during this uncertain time but the team at Lubbock Sports stayed in constant communication with us throughout the process and were very understanding of the situation by helping with anything I needed or asked for. Lubbock is a great place to host an event right now because they are open and willing to help make your event a success."

- Travis Tew, President of T2 Sporting



LUBBOCK SPORTS HIGHLIGHTS



BOOKED

2021 BIG 12 INDOOR TRACK & FIELD CHAMPIONSHIP

In May 2021, Texas Tech University will host the Big 12 Indoor Track & Field Championships. During this three-day competition, athletes from across the region will make their way to the "Hub City" to compete bringing with them 500 athletes, 50 coaches, 100 staffers, 1,000 spectators and an estimated 3,000 room nights.

2021 NJCAA GOLF NATIONAL CHAMPIONSHIP

Next spring, Lubbock Sports is hosting golfers from across the country at the 2021 NJCAA Golf National Championship. Over 110 athletes will tee up at the Rawls Golf Course at Texas Tech University. This tournament is expected to bring over 20 staff and officials, 40 coaches and 500 spectators.



BERL HUFFMAN ATHLETIC COMPLEX



In June 2020, the Berl Huffman Athletic Complex was kicked off with over 50 fields suitable for any sport requiring a flat field including soccer, field hockey, lacrosse, Quidditch, and more. It is also accommodating to tournaments of all sizes ranging from 3v3 to collegiate-grade events. The championship complex makes it possible to play up to eight games simultaneously on 375,000 square-feet of world-class fields.

The athlete experience is unlike any other at the Berl Huffman Athletic Complex. While players compete to win, spectators are favored with new bleachers, food trucks, additional restroom facilities and accessible parking to ensure each visit to Lubbock's premier sporting facility is positive.



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For a complete list of our most recent accolades, click [here](#)

HONORS AND AWARDS

ORGANIZATIONAL

WORKFORCE EXCELLENCE AWARD FROM THE TEXAS ECONOMIC DEVELOPMENT COUNCIL (TEDC)

For the third consecutive year, the LEDA Team and its partners were recognized by The Texas Economic Development Council (TEDC) with the 2020 Workforce Excellence Award, a prestigious recognition for the regional efforts in providing resources to high school students in the South Plains region training for high-demand jobs.

READERS' CHOICE AWARD FROM CONVENTIONSOUTH MAGAZINE

In October 2020, Visit Lubbock received ConventionSouth Magazine's coveted Readers' Choice Award. The magazine is the national multimedia resource for planning events in the South and is circulated to more than 18,000 meeting professionals located across the country. This is the third time that Visit Lubbock has received this award.

INDIVIDUAL

TEAM TEXAS ADVISORY COUNCIL

Carolyn Rowley serves on the Advisory Council for Team Texas, a member-based state marketing program through TEDC. Their mission is to create opportunities for job creation, increased investment and economic diversification as a team of future-focused and collaborative Texas community partners.

TACVB BOARD OF DIRECTORS

This year, Amy Zientek served as the immediate past-chairman for TACVB's Board of Directors. TACVB is a statewide organization that provides cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas.

WEST TEXAS DISTRICT EXPORT COUNCIL

Christine Allen serves as the secretary for the West Texas District Export Council. This organization is a diverse group of volunteer international trade professionals who represent regions throughout West Texas.

DESTINATION INTERNATIONAL (DI) SALES & MARKETING COMMITTEE

Amy Zientek, director of sales for Visit Lubbock, serves on the Sales & Marketing Committee for DI. This committee promotes the use of destination marketing organizations among meeting planners.

PORTS-TO-PLAINS ALLIANCE

John Osborne, president and CEO of LEDA & Market Lubbock, Inc. serves as chairman for the Ports-to-Plains Alliance. Based in Lubbock, Ports-to-Plains is a grassroots alliance of communities and businesses whose mission is to advocate for a robust international transportation infrastructure to promote economic security and prosperity throughout North America's energy and agricultural heartland including Mexico and Canada.

NATIONAL ASSOCIATION OF FOREIGN-TRADE ZONES

Christine Allen, director of workforce development and Foreign-Trade Zone 260 for LEDA, currently serves on the board of directors for the National Association of Foreign-Trade Zones (NAFTZ). NAFTZ connects global business with local communities through the U.S. Foreign-Trade Zone Program and works with its

LEDA & VISIT LUBBOCK

NON-NEGOTIABLE CORE VALUES



ATTITUDE IS EVERYTHING

A positive attitude projects internally and externally. A positive attitude is the key for encouraging, acknowledging and appreciating the work of others.

BE TRUSTWORTHY

Always do the right thing, even when no one is looking. Always respect each other, our community and our clients; remembering our word is our bond.

COMMUNICATE

Take a proactive approach to ensure that all levels of the team are informed in a professional and respectful manner. Express your ideas clearly when speaking and actively listen.

FAMILY FIRST

We expect you to perform at the same levels at home as you do at work. Excellence at home equals excellence at work.

FOSTER SUCCESS

Cultivate and encourage a forward- thinking environment that embraces creativity and diversity, providing support and resources that nurture each individual's unique skills. Empower and trust in others and strive for excellence. Be good stewards with our resources. All achievements big or small will be recognized.

SERVE OTHERS

Uncompromising commitment to our clients, our community and to each other.

WORK IN WISDOM

Work hard, work smart, produce while striving to achieve goals, and make good things happen. Be open and receptive to new ideas and guidance in your dealings with clients as well as fellow workers and be willing to share your experience and knowledge to produce and reach a successful result. Be a humble teacher; be a willing learner.

CONTACT



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