LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE 2022 YEAR IN REVIEW

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YEAR IN REVIEW

2022 Year In Review Video
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LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE™
PRESENTS THE
YEAR IN REVIEW
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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 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.

BOARD OF DIRECTORS

Click here to view a complete list of the LEDA staff and here to view the Visit Lubbock team.

BRETT CATE
CHAIRMAN OF THE BOARD
FORMER CHIEF SALES OFFICER FOR TYLER TECHNOLOGIES

JAMES CONWRIGHT
VICE CHAIRMAN OF THE BOARD
SENIOR VICE PRESIDENT AT VISTA BANK

BARRY ORR
PAST CHAIRMAN OF THE BOARD
FORMER CEO OF FIRST BANK & TRUST

MATT BUMSTEAD
PRESIDENT AT NUN IDE AND CEO IN RESIDENCE FOR LUBBOCK CHRISTIAN UNIVERSITY

SUZANN KIRBY
FORMER CFO FOR UNITE
SUPERMARKETS, LLC

SONNY GARZA
SENIOR VICE PRESIDENT OF COMMERCIAL LENDING AT CITY BANK

JOHN OPPERMAN
VICE CHANCELLOR FOR ACADEMIC AFFAIRS, TEXAS TECH UNIVERSITY SYSTEM

HENRY PATEL
PRESIDENT & CEO FOR TAJ HOSPITALITY MANAGEMENT LLC.

CHRIS CARPTENTER
PRESIDENT OF ARMSTRONG PLUMBING – AIR – ELECTRIC (ARMSTRONG MECHANICAL CO. INC.)

WALTER CATHEY
REGIONAL CHIEF EXECUTIVE OF THE COVENANT HEALTH SYSTEM

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

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE™

801 TOTAL JOBS

$133,248,869 TOTAL CAPITAL INVESTMENT

$77,298,107 TOTAL ANNUAL VALUE ADDED IMPACT

Visit LUBBOCK™

254 CONVENTIONS & EVENTS

21,363 ROOM NIGHTS

$8,955,370 TOTAL ECONOMIC IMPACT

LUBBOCK™ SPORTS

341 SPORTING EVENTS

139,521 ROOM NIGHTS

$58,487,203 TOTAL ECONOMIC IMPACT

ANNUAL IMPACT

LEDA & Market Lubbock, Inc. Locations

	2020/21	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Locations	19	249	13.8
Total Jobs	1,783	12,388	688.2
Avg. # Jobs/Location	93.8	-	49.8
Total Capital Investment	$999,797,277	$2,353,132,550	$130,729,586
Total Incented Annual Wages	$62,233,600	$222,822,735	$12,379,041
Avg. Annual Wage of Incented Jobs	$50,720	-	$36,741
Total Annual Value Added Impact	$336,306,803	$2,023,114,896	$112,395,272
Avg. Value Added Impact/Job Created	$188,619	-	$163,312
Avg. Value Added Impact/Location	$17,700,358	-	$8,124,959

"From the beginning, we could tell that Lubbock was a great choice for us. There was a fit around culture, hard work and core values that just felt right. With a robust milk shed, top higher education resources, dynamic talent pool and strong community, we knew we had found a place where we could grow for decades to come."

Mike Durkin, President & CEO for Leprino Foods

CURRENT PROSPECTS

NEW PROSPECTS IDENTIFIED

PROSPECTS BY REFERRAL

VISIT LUBBOCK/ LUBBOCK SPORTS	4.7% Ally Referral	13.1% Direct Calls	15.9% Marketing Calls	29% Rebooking	6.1% Tradeshow	31.3% Networking	214
LEDA	3.9% Allies	33.7% Direct Calls/ Website	17.4% Marketing Calls/Trips	1.1% Consultants	19.22% Office of Economic Development	18.6% Referrals/RCI/ Wavteq	86

VISIT LUBBOCK/LUBBOCK SPORTS	
Ally Referral	10
Direct Calls	28
Marketing Calls	34
Rebooking	62
Tradeshow	13
Networking	67
TOTAL	**214**

LEDA	
Allies	6
Direct Calls/Website	29
Consultants	15
Marketing Calls/Trips	1
Office of Economic Development	19
Referrals/RCI/Wavteq	16
TOTAL	**86**

LEDA LOCATION ANNOUNCEMENTS

Click on a location to learn more!

LOCATION HIGHLIGHTS

BASF Agricultural Solutions, the owner of Stoneville and FiberMax cotton seed brands, announced the addition of two Cotton Breeding Nursery Services and Trait Development Cotton Seed Production teams to its Lubbock Field Research Station located on East Loop 289. Both teams will be responsible for producing high quality cotton seed to be used in determining agronomic fit of germplasm across the US cotton belt, specialized testing of new herbicide resistant, insect control, and stress reducing trait technologies, in addition to foundation for commercial supply. The addition of these two teams brings 23 new positions, along with a capital investment of $1.25 million into the Lubbock community.

For over 20 years, Tropicale Foods has been serving delicious, authentic Mexican frozen treats, creating what is known today as the no. 1 Hispanic brand for frozen novelty treats. Due to its continued growth, the company announced its expansion into Lubbock to a facility located at 1001 East 33rd Street, creating 500 jobs and investing $66.8 million into the Lubbock community.

WL Plastics Corporation, North America's largest manufacturer of high-performance polyethylene pipe, is expanding its existing operations in Lubbock with the construction of a second manufacturing facility located at the Lubbock Rail Port. This $40 million investment will create 95 good paying jobs.

Arbor Eyewear, a Lubbock-based company, announced its new production facility and brand, Forall Frameworks. Its current facility, located at 12105 Geneva Avenue, is designed to accommodate small-batch production, as well as testing and training, and will be using customized CNC and other automated equipment for its 50-step manufacturing process. This expansion created 75 new jobs with an average salary of $40,000. These positions include craftspeople, machine operators, designers, and sales people, along with adding $1.5 million in capital investment over the next five years.

Leprino Foods, a global leader in mozzarella, whey protein and other dairy ingredients, is investing $10.6 billion over the next 10 years to build an 850,000 square foot state-of-the-art manufacturing plant located on 258 acres in East Lubbock. This represents the largest single private capital investment announced since LEDA's inception and the 12th largest private capital investment project in Texas since the establishment of the Texas Enterprise Fund in 2003.

This investment includes the creation of 600 full- time positions to staff the 24/7/365 facility. Positions will range from production operations and maintenance to technical engineers and human resources. The total annual payroll at the facility will be more than $33 million, resulting in an average annual salary of more than $50,000.

This project will produce over one million pounds of cheese daily. The finished products will be distributed throughout the United States and internationally.

For over 75 years TrueNorth Steel has been a nationwide industry leader in quality manufactured and fabricated steel products. The company is investing $1.6 million through the move into a new location previously occupied by Dynamic Foods. This expansion will result in the creation of 38 jobs.

SIGNIFICANT ACHIEVEMENTS

Interstate 27 Receives Highway Designation

In 2021, Interstate 27 received interstate highway designation which allows for funding to begin for the improvements to the designated corridor from Laredo/Eagle Pass, Texas to Raton, NM. This designation establishes a significant route for trade and commerce from one of the busiest inland ports in the country through America's heartland. With connection to the epicenter of food, fiber and fuel, this achievement brings a return on investment around 76%, with an annual corridor travel cost savings of $3.4 billion.

South Plains College Lubbock Downtown Center Opens

In August 2022, downtown Lubbock welcomed more than 1,500 students with the grand opening of the Lubbock Downtown Center at South Plains College. The new building encompasses 50 new classrooms in the 78,000-square-foot facility including student study areas equipped with amenities such as a coffee bar and state-of-the-art technology in the learning spaces. Robin Satterwhite, president of South Plains College, shared the success of the new addition. "The partnership between SPC, LEDA, and local foundations removed many barriers for student access and achievement, allowing students to meet their educational goals and dreams. This is a great win for our students, our College, and the communities we serve!"

LEDA & Partners Award 9th Grant to Educational Entities

LEDA invests in workforce development through initiatives focused on training and equipping high school students for the future. Since 2014, we have partnered with Workforce Solutions South Plains and area economic development partners to leverage state funds and provide South Plains area school districts with equipment grants. The 9th grant was awarded with 19 school districts as well as South Plains College purchasing the requested equipment totaling $653,591.10 for 12 different career and technical programs. The grant will serve approximately 2,056 South Plains area students.

MARKET LUBBOCK, INC. & TEXAS TECH UNIVERSITY INNOVATION HUB

TOTAL NUMBER OF NEW JOBS CREATED BY STARTUPS AT THE TTU HUB
(2017-2022)

181

NUMBER OF NEW COMPANIES LAUNCHED

30

$62.8
MILLION
STARTUP INVESTMENT
CUMULATIVE

82,406
Innovators and Entrepreneurs Supported

LEDA IS PROUD TO PARTNER WITH TEXAS TECH UNIVERSITY TO PROVIDE ASSISTANCE FOR 10 PROGRAMS TO FURTHER INNOVATION AND ENTREPRENEURSHIP. THE PROJECTS CONDUCTED AT THE HUB ARE CRUCIAL TO ENSURING A PROGRESSIVE AND DIVERSE BUSINESS CLIMATE IN LUBBOCK. FROM ACCELERATION TO IDEATION, ENTREPRENEURS AND RESEARCHERS ARE PROVIDED THE EDUCATION, MENTORSHIP AND RESOURCES NEEDED TO FOSTER AN ENVIRONMENT OF SUCCESS.

OGALLALA GREENS

STUDENT START-UP SPOTLIGHT

Ogallala Greens farmers Cory Roof and Austin Ochoa are on a mission to feed the South Plains through a series of hydroponic systems.

Two Lubbock natives with a passion for providing healthy food options to the region, Roof and Ochoa started Ogallala Greens to ease the environmental strain of agriculture on the region while also offering the area with high quality produce that can be found in other metroplexes. With Ogallala Greens, which is looking to expand its operations and deliver food in addition to its already existing online retail and participation at the farmers market, locals and restaurant owners will have the opportunity of sourcing longer-lasting, flavorful food that was grown just 30 miles east of Lubbock.

DOWNTOWN GRANTS

"I'm proud to be a participant in the redevelopment of downtown Lubbock. The opening of the Downtown Campus of South Plains College is BIG for downtown and the new park on Broadway will add new life. There's a lot more in store. Downtown Lubbock is on its way!"

George Hardberger, Local Developer

Company Name	Capital Investment	A
WMAO, LLC	$10,042	9
Texas Panhandle Forensics	$18,675	2
LBB Hwy 84, LLC	$13,554,540	1
Mixed Nuts Leasing, LLC	$120,237	1
River Smith's	$24,891	4
Betty M. Condra School	$2,134,560	1
Discovery Healthcare	$988,103	1
Papercut, LLC	$321,230	1
Broadway Market, LLC	$50,000	1
Matthew Harris Law	$19,302	1
WH Property Mgmt.	$22,310	1
Ramar Communications	$1,203,304	6
AquaOne, Inc.	$63,842	2
Reside Lubbock, LLC	$216,233	9
Cha-Cha's Mexican Café	$24,735	1
Total	**$18,772,004**	

ANNUAL IMPACT

Visit Lubbock & Lubbock Sports

	2021/22	TOTAL (SINCE 2004)	AVERAGE (SINCE 2004)
Total Conventions and Events	596	7,527	418.2
Total Number of Room Nights	160,604	2,488,986	138,277
Average Number of Room Nights/Convention or Event	269	-	330.7
Total Estimated Attendees	658,876	7,371,331	409,518
Average Number of Attendees/Convention or Event	2,445	-	1,063
Total Economic Impact	$67,325,197	$832,318,779	$46,239,932
Avg. Economic Impact/Convention or Event	$112,962	-	$110,578
Avg. Economic Impact/Room Night	$419.20	-	$334
Avg. Economic Impact/ Attendee	$102.18	-	$112.91
Avg. Amount of Incentives	$1,468.00	-	$1,281.00
Avg. Amount of Incentives/Room Night	$3.64	-	$4.04
Avg. Amount of Incentives/Attendee	$1.20	-	$1.36
Every $1 Committed to Incentives Generates am Economic Impact of:	$94.85	-	$109.17
Tax Relief Per Household in Lubbock Due to Travel-related Taxes Collected from Visitors to Lubbock	$830.68	-	$564.26

VISIT LUBBOCK HOSTED EVENTS

Chi Psi Fraternity's 181st Annual Convention

In July 2022, 286 members of the Chi Psi Fraternity met in the Frazier Alumni Pavilion at Texas Tech University to promote the organization's commitment to developing its members socially, intellectually, and morally. The event brought in an estimated $91,385 in economic impact for the city of Lubbock.

International Milk Haulers Association

At the end of April 2022, the International Milk Haulers Association met at the Overton Hotel to exchange ideas to further the interests of the milk hauling industry and discuss common challenges. With 200 attendees, this event had an economic impact of $184,448.

Texas Association of Symphony Orchestras' (TASO) 55th Annual Conference

From April 28 - May 1, 2022, the Texas Association of Symphony Orchestras hosted its annual conference in Lubbock to encourage leadership opportunities, facilitate networking among Texas orchestras, and offer educational opportunities. Attendees totaled 105 people, resulting in an economic impact of $79,648.

Texas School Nurse Administration Association Annual Conference

The Texas School Nurse Administration Association Annual Conference was held this year from June 2-8, 2022. The 215 attendees collaborated to interpret laws pertaining to school health, shape local school health policy and worked to ensure the provision of quality, safe nursing care to Texas' school-aged children. The economic impact of this event was $136,240.

VISIT LUBBOCK CONTRACTED EVENTS

Lions Club State Convention
On June 5-7, 2025, the Lions Club will hold its state convention at the Lubbock Memorial Civic Center. With 500 attendees expected, this event is estimated to have an economic impact of $264,096.

North American Falconers Association Field Meet
The North American Falconers Association will be in Lubbock on December 4-9, 2022, for a field meet. Around 320 attendees are expected with the goals of encouraging the proper practice of the sport of falconry. This event is expected to have an economic impact of $259,485.

"The North American Falconers Association is now hosting our third Texas based meet in Lubbock in 2022 following 2014 and 2018. We choose Lubbock because of the excellent infrastructure, friendly and welcoming people, and excellent access to game and land to fly our birds. The combination of small town feel mixed with big city amenities is a huge draw," said Corey Roelke.

LUBBOCK SPORTS HOSTED EVENTS

AMBUCS Caprock Holiday Basketball Tournament

Lubbock hosted 11,789 attendees at the 2021 AMBUCS Caprock Holiday Basketball Tournament on December 29 – 31, 2021. This resulted in 4070 room nights and a $ 1.7 million impact.

Big 12 Outdoor Track Meet

May 12 – 15, The 2022 Big 12 Outdoor Track Meet was held in Lubbock where 2258 people attended. Eight hundred room nights were recorded with an impact of $335,360.

CABA (Continental Amateur Baseball Association) 16u Baseball Tournament

On June 19 – 26, 4469 people attended the Continental Amateur Baseball Association(CABA) 16u Baseball Tournament. The total room nights picked up was 1158, with an impact of $485,000.

Level 8 State Gymnastics Championship

The 2022 Level 8 State Gymnastics Championship was held in Lubbock, on March 11-13 with 580 room nights over 3 nights. Its overall impact totaled $243,136 and 2,799 people attended the event.

NIRSA Region IV Championship Soccer Tournament

The 2021 NIRSA Region IV Championship Soccer Tournament was held in Lubbock on October 28 – 31. One-thousand, two-hundred and eighty-nine people attended, occupying 236 room nights with an impact of $96,931.

Texas Premier Baseball Tournament

The Texas Premier Baseball Tournament had a $1.04 million impact on Lubbock by bringing in 1642 attendees on July 27-31. There were 2492 booked room nights.

USAWKF Junior Team Trials and National Wushu Championships:

Lubbock hosted the USAWKF Junior Team Trials and National Wushu Championships on May 25 - 29. One thousand, nine-hundred and forty-one people attended, resulting in 3320 room nights and a $1.396 million dollar impact.

"The support and hospitality is why we're back. This is our second year hosting here, and Scott Harrison's been outstanding to work with. I mean, with Lubbock Sports I couldn't ask for anything more. We have international teams here as well as teams from across the country. The facilities and Lubbock Sports make hosting here a no-brainer."

Steve Avila, Senior Vice President Continental Amateur Baseball Association (CABA) West and Canada

LUBBOCK SPORTS CONTRACTED EVENTS

2023 Texas Firefighter Summer Games

July 16-21 | Lubbock, Texas

VIEW SCHEDULE

Division 1 Regional Cross Country Championship

Lubbock will host the 2023 Division 1 Regional Cross country Championship on November 8 – 10, 2023, where it is expected to have 5,000 attendees. As a result, it is expected to bring in 1,500 room nights and a $628,800 impact.

Division 2 Regional Cross Country Championship

The 2023 Division 2 Regional Cross Country Championship are set for November 3 – 5, 2023 in Lubbock. It is estimated to have 550 attendees, 1,200 room nights and an impact of $503,040.

Texas Firefighters Summer Games

Lubbock will host the 2023 Texas Firefighters Summer Games on July 15 – 22, 2023. Around 5,000 attendees are expected to bring in 3,200 room nights and a $ 1.34 million impact.

USA Archery Target Nationals and US Open

The 2024 USA Archery Target Nationals and US Open is expected to bring 500 attendees to Lubbock on August 10 – 18, 2024. Around 2,400 room nights and a $1.0 million impact is estimated to follow.

West Texas All-Star Youth Football Classic

On March 17-19, 2023, the West Texas All-Star Youth Football Classic will be held in Lubbock. It is estimated to have 2,000 attendees, 1,700 room nights and a $712,640 impact.

MARKETING AND COMMUNICATIONS

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE™

SOCIAL MEDIA

5,509,234
IMPRESSIONS

166,924
ENGAGEMENTS

68,898
CLICKS

65,193
IMPRESSIONS

1,629
ENGAGEMENTS

160
CLICKS

124,185
IMPRESSIONS

7,546
ENGAGEMENTS

5,124
CLICKS

2,093,805
IMPRESSIONS

4,464
ENGAGEMENTS

331
CLICKS

MARKETING AND COMMUNICATIONS

Visit LUBBOCK | LUBBOCK SPORTS

SOCIAL MEDIA

7,180,414 IMPRESSIONS	175,835 IMPRESSIONS	23,794 IMPRESSIONS	2,719,848 IMPRESSIONS
217,458 ENGAGEMENTS	4,859 ENGAGEMENTS	2,179 ENGAGEMENTS	34,588 ENGAGEMENTS
67,670 CLICKS	511 CLICKS	1,383 CLICKS	2,306 CLICKS

TRAVEL WRITERS

12 JOURNALISTS HOSTED

107M REACHED

WINE ENTHUSIAST

THE TEXAS WINE INDUSTRY IS AT A CROSSROADS

- GARDEN & GUN
- SOUTHERN LIVING
- WINE ENTHUSIAST
- FORBES ONLINE
- VINE PAIR

OUR ORGANIZATION'S CORE VALUES

HONORS & AWARDS

ORGANIZATIONAL

Business Facilities' 2021 Impact Award: Food Processing Category

LEDA was recognized by Business Facilities Magazine with the 2021 Impact Award for the Food Processing Category in January 2022 with the location of Leprino Foods.

International Economic Development Council (IEDC)

LEDA received the Excellence in Economic Development Award from the International Economic Development Council (IEDC) at the 2021 IEDC Annual Conference in Nashville, Tennessee. This award recognizes LEDA's marketing efforts in the Paid Advertising Campaign category for LEDA 2021 Marketing Recruitment Campaign.

Readers' Choice Award from *ConventionSouth Magazine*

In October 2021, 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.

Texas Economic Development Council (TEDC)

LEDA received the Excellence in Economic Development Award from the Texas Economic Development Council (TEDC) at the 2022 Winter Conference in Sugar Land, Texas.

INDIVIDUAL

Destination International (DI)

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

National Association of Foreign-Trade Zones

Christine Allen, director of workforce development and Foreign-Trade Zone 260 for LEDA, serves as a member of 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 membership to foster business growth, economic development and U.S. employment.

Ports-to-Plains Alliance Board of Directors

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.

CVENT

Amy Zientek served on the Cvent User Experience Panel providing feedback for new updates to design and overall user experience for the platform. She also earned her Cvent Supplier Certification which exhibits proficiency in utilizing the platform for industry partners and clients.

Simpleview

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