LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE™

IEDC Mastering Master Planning

Lubbock Business Park

December 17, 2020

Lubbock, Texas

Lubbock is in south central portion of the United States

Population:	262,000
Service Region:	26 counties
Regional Population:	640,000
Home of:	Buddy Holly
	Texas Tech University

Lubbock is the 11th largest city in Texas.

Dominant Industry Clusters include:

- Advanced Technology
- Agriculture
- Education
- Energy
- Financial Services
- Food Processing
- Health Care/Biosciences
- Manufacturing
- Tourism/Hospitality

Background

The Lubbock Economic Development Alliance (LEDA)

- The City of Lubbock created LEDA in 2004 through the Development Corporation Act of the state of Texas
- Funded through an economic development sales tax
  - 1/8 of 1%
  - State statutes guide how funds can be used
    - Type A and Type B
    - Type A – traditional industrial projects
      - Buy land
      - Develop infrastructure
    - Type B – quality-of-life projects
      - Retail
      - Parks
      - Libraries

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What Corporate Executives Want

	2018	2017	2016	2015	2014
Availability of Skilled Labor	1	3	2	1	5
Labor Costs	2	2	3	6	6
Highway Accessibility	3	1	1	2	1
Corporate Tax Rate	4	8	6	7	10
Tax Exemptions	5	5T	7	11	11T
Quality of Life	6	4	10	3	N/A
State and Local Incentives	7	9	5	9	11T
Energy Availability & Costs	8	13	8	10	9
Available Buildings	9	14	11	5	4
Occupancy or Construction Costs	10	5T	4	4	2
Available Land	11	10	12	13	3

Area Development Magazine, Annual Corporate Executive Survey

Steps to Identifying and Planning a Business Park

When identifying a site, take into consideration:

- Accessibility
  - Roads

  - Rail

  - Air

Steps Lubbock took in Planning our Business Park

When identifying our site, we consideration:

- Large parcels of land, single owner if possible
  - 586 aces

- Topography
  - Fill/dirt work required

Steps Lubbock took in Planning our Business Park

When identifying our site, we consideration:

- Existing zoning

Steps in Planning a Business Park

Timeline

2005

Before acquiring 586

- Environmental assessment
- Geotechnical assessment
- Mineral ownership

2006

- Purchased land
- Engaged engineering firm to develop first master plan
- Toured several business & industrial parks in Texas

2007

- Codes, covenants and restrictions
- Road work begins
- First tenant – O'Reilly's Auto Parts

2008

- Second tenant – WesTX Packaging

2009

- Two more tenants in park – Standard Sales and Monsanto

Steps in Planning a Business Park

Codes, Covenants & Restriction

Tilt wall construction

Landscaping

Monument signage

Master Plan for the Lubbock Business Park

2011

Master Plan and Engineering Assessment Updated

Provided guidance and future reference on:

- Ownership of property and process to transfer parcels
- Topography – plan for water runoff as the increased amount of impervious area on the developed site
- Geotechnical information regarding soils and weight bearing strengths
- Site development guidelines
- Utility infrastructure – water supply, sanitary sewer, fire protection and private utilities

Master Plan for the Lubbock Business Park

2011

Master Plan and Engineering Assessment Updated

Proposed Site Plan Map

Subdividing 586 acres into 45 lots ranging in size

Master Plan for the Lubbock Business Park

Preliminary building footprints

Master Plan for the Lubbock Business Park

Airspace study – height restrictions

The Lubbock Business Park is located 1 mile south of Lubbock International Airport

Airport

Lubbock Business Park

Master Plan for the Lubbock Business Park

Airspace study layout map

Master Plan for the Lubbock Business Park

Phased development – assist in proactive marketing as well as conservative in terms of infrastructure

Engineer opinion of probable costs – help plan future development

2007 - 2009 Progress

2013

Lummus Corporation

Republic National Dist. Co.

Department of Public Safety

2019 Map and Photos

BANDERA VENTURES

- Est. 2003; Based in Dallas
- Frm Trammell Crow partners
- Developed +60 mm sf

- 10.85 acres
- 161,000 sf
- Cross dock facility
- 32’ Clear Height
- Parking for 56 trailers
- Sold within 6 months

2019 Projects

MARKETING - LEDA WEBSITE

- Launched new site in Nov 2017
- Traffic increased 121 % YOY
- Sessions increased 114 % YOY

MKTING - Social Media

	Social Referrals % Change 2018-19
LinkedIn	695 %
Instagram Stories	135 %
Twitter	42 %

	Social Following % Change 2018-19
LinkedIn	36 %
Facebook	25 %
Twitter	8 %

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