

For Immediate Release
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Bringing More Business to Lubbock

Lubbock, TX – February 17, 2005 – Lubbock Economic Development Alliance has hired Austin-based AngelouEconomics to lead a five-month planning process, which will result in a Strategic Marketing Plan. After the planning process is complete, AngelouEconomics will work closely with LEDA to implement marketing. LEDA has retained AE for one year of services beginning July 2005 through July 2006. The goal of this effort is to bring more business to Lubbock.

Over the last couple of decades, Lubbock has made several strides in improving its economy and today is recognized as one of Texas' top five cities to do business, according to Forbes Magazine. "Lubbock has a lot to be proud of," says Nicole Urbis, marketing director and project manager at AngelouEconomics. "The college educated workforce in Lubbock is a top strength that businesses find attractive. Lubbock's recent expansion of INCODE, ARMTech, X-Fab and Enprotech confirms that local companies view the city as a great place to do business." Leaders at LEDA aren't willing to stop here. They are proactive and believe that Lubbock can continue to expand and attract more companies that will bring higher paying jobs for its residents.

This is where AE comes in. In the 10 years that the firm has been in business, it has worked with 40 communities across Texas, the State of Texas, and another 45 cities, regions and states to help them improve their product and market. AngelouEconomics has a reputation second to none for its ability to not only create excellent strategies, but for getting the public involved, building enthusiasm and bringing results.

Some of AE clients are Lincoln, Nebraska; Northwest North Carolina; and Andrews, Texas. "AngelouEconomics has best practice knowledge and creative expertise that an economic development corporation doesn't have on its own," say Gary Lawrence. "We have seen the positive impact on their clients' and we want this success for Lubbock."

In the case of Lincoln, Nebraska, another city known for its university, agriculture was a traditional focus of their economy. However, Lincoln wanted to attract new growing industries, accomplish success through collaboration and targeted marketing, and build a strong brand. AE engaged over 1,200 individuals. Today Lincoln has a single vision and a community of promoters. The President of the Lincoln Partnership for Economic Development, Jim Fram, says that what really made this project different from others is that the "AE team sold the plan to the community while developing it." This is making implementation a smoother and faster process.

Since completing the Lincoln project in 2003, Lincoln has seen sizeable expansions and relocations. The largest expansion comes from Pfizer Global Manufacturing, a worldwide leader in animal health pharmaceuticals, which is investing \$41 million in an expansion that will increase the plant's capacity to manufacture biological products. Twenty additional companies have expanded or relocated to Lincoln creating 1,300 new jobs. With the guidance of AngelouEconomics, LPED recently launched a new web site, www.lincolncdev.com and is also getting national attention, including being rated #4 in the list of "Best Small Places for Business & Careers" from Forbes.

Now it's time for Lubbock to reap more benefits. It starts with a plan. AE will create a marketing strategy based on public input and their know-how. Some activities that will go into this strategy are making LEDA's web site more targeted, valuable and interactive; identifying target industries and specific executives to campaign to; and initiating a strong public relations effort. Angelos Angelou, principle, says, "The ultimate goal of marketing is to build national awareness and generate more business investment for Lubbock. This in return will create new job opportunities."

The first step for this project is gaining public input. This will be done by meeting with hundreds of individuals from the community and collecting information through surveys. Currently an Advisory Committee of Lubbock's leaders, representing public, private and education institutions is being formed. This committee will provide feedback to AE.

What's next, the consulting team from AngelouEconomics will be in Lubbock the week of March 1st to meet with the Advisory Committee and to conduct focus groups and interviews.

How can you get involved? A project web site was developed for the purpose of communicating to LEDA, the AC and residents. Local business leaders and young professionals will have the opportunity to complete an online survey posted on: www.lubbockforbusiness.com. You are invited to log on to this site periodically to review presentations and reports that will be posted as they are completed. See the Project Set-up Brochure, on this web site, for more information.

"Economic development touches everyone and you can make a difference by being apart of this project and promoting the city to businesses and professionals," says Urbis. To get involved, contact Marc Farmer, LEDA at 806-723-8243.

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AngelouEconomics is a consulting firm who advises companies and communities wanting to take advantage of the new economy. They specialize in the site selection needs of the technology industry and the communities seeking to recruit them. AE grows high-tech, businesses, and cities. The firm's clients include companies such as Dell Computer, Intel, AMD, and Applied Materials. We have assisted communities such as Orlando, Florida; Lincoln, Nebraska; Santa Fe, New Mexico; Northwest North Carolina; The State of New York, Broome County, New York, and the State of Texas by creating and implementing economic development plans. The company is located in Austin, Texas and can be found on the web at: www.AngelouEconomics.com.