



LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

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CONTACT: Carrie Yeats
Lubbock Economic Development Alliance
(806) 723-8240

A New Look for Lubbock

LEDA to take major steps toward new marketing initiative

LUBBOCK, Texas – The Lubbock Economic Development Alliance (LEDA) is closer to its goal of changing outsider perceptions of Lubbock as a business location.

With the help of economic development consulting firm AngelouEconomics, LEDA will launch Lubbock's new marketing strategy, including the premiere of a new logo at the Lubbock Economic Forecast on April 5, 2006. The new logo is the result of a 6-month strategic plan and marketing strategy process designed to increase Lubbock's visibility among key target industries.

“Lubbock's new creative materials crystallize the key elements that are the heart and soul of Lubbock -- home to a world class university with top researchers, and home to an innovative spirit found nowhere else.” said Angelos Angelou, founder and principal of AngelouEconomics.

The new logo will be used on all promotional materials to be used by LEDA to recruit and attract new business to the city, as well as on a redesigned website to be unveiled in May 2006. The Lubbock Chamber, CVB, city administration, community and business leaders as well as citizens and Texas Tech alumni participated in the strategic planning process. Over 2,000 surveys from Lubbock citizens were included in the analysis.

“This has been a group effort from day one, and we're very excited about using the new materials as soon as possible.” said Gary Lawrence, CEO of Lubbock Economic Development Alliance.

AngelouEconomics, a nationally recognized firm headquartered in Austin, Texas, was hired by LEDA in 2005 to develop a comprehensive economic development strategic plan with a focus on strategic marketing implementation. The strategic plan recommendations include:

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- Creating a strong brand identity with a new logo and promotional materials
- Redesigning the existing LEDA website
- Identifying target industries to focus marketing efforts
- Increasing awareness of Lubbock as a business-friendly location
- Increasing Lubbock's visibility at national and international conferences
- Promoting Lubbock's natural assets, including Texas Tech University

The Lubbock Economic Forecast will focus on an economic overview of the community and discuss the results of the strategic plan undertaken in 2005. Guest speakers include Angelos Angelou, founder and principal of AngelouEconomics and Zanny Minton Beddoes, economics correspondent with The Economist magazine.

A former advisor to Poland's Minister of Finance, Ms. Beddoes is currently Washington D.C.'s economic correspondent for The Economist magazine. Covering topics such as the American economy and globalization, her presence at the Lubbock Economic Forecast will help local businesses understand Lubbock's role in national and global markets.

To increase Lubbock's visibility on a global stage, LEDA will represent Lubbock at the 15th World Congress on Information Technology (WCIT), the world's premier Information Technology forum in Austin, TX in early May. The biennial conference is expected to draw 2,000 business, government and academic leaders from over 80 countries.

The Lubbock Economic Development Alliance was created by the Lubbock City Council to foster and administer Lubbock's economic development activities. LEDA's mission is to develop and promote programs that spur growth and prosperity for the Lubbock area.

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