



COVERE GLOBAL
Real Estate Investment Services

LUBBOCK MARKET

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LUBBOCK, TEXAS
THE "HUB CITY"

MSA
POPULATION
331,713

REGIONAL
POPULATION
656,744

Source: censusreporter.org



1,090
TOTAL JOBS

TOTAL CAPITAL INVESTMENT
\$36,308,437

\$85,215,633

TOTAL ANNUAL VALUE ADDED IMPACT



254
CONVENTIONS & EVENTS

92,579
ROOM NIGHTS

\$38,809,116.80

TOTAL ECONOMIC IMPACT

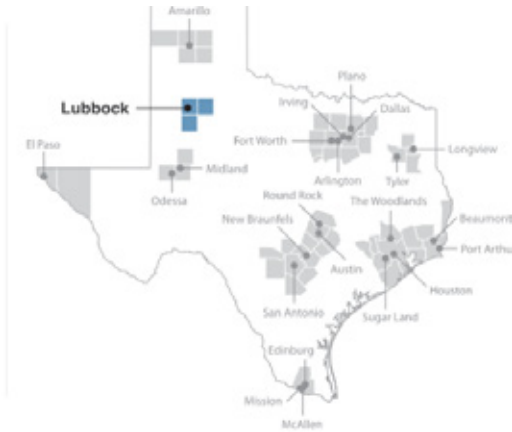
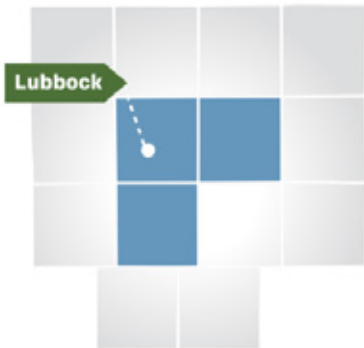


137
SPORTING EVENTS

84,380
ROOM NIGHTS

\$85,215,633

TOTAL ECONOMIC IMPACT



The Lubbock MSA (Metropolitan Statistical Area) consists of Lubbock, Crosby and Lynn Counties. The Lubbock CSA (Combined Statistical Area) consists of Lubbock, Hale (Plainview Micro Statistical Area), Hockley (Levelland Micro Statistical Area), Crosby, and Lynn Counties with a 2021 population of 378,409.

LUBBOCK'S MAJOR EMPLOYERS



6,635
EMPLOYEES

40,322
STUDENTS



5,017
EMPLOYEES

1,844
STUDENTS



Texas Tech University is a public research university in Lubbock, Texas. Established on February 10, 1923, and called until 1969 Texas Technological College, it is the main institution of the four- institution Texas Tech University System. The university's student enrollment is the seventh-largest in Texas as of the Fall 2019 semester.

The university offers degrees in more than 150 courses of study through 13 colleges and hosts 60 research centers and institutes. Texas Tech University has awarded over 200,000 degrees since 1927, including over 40,000 graduate and professional degrees. The Carnegie Foundation classifies Texas Tech as having "highest research activity". Research projects in the areas of epidemiology, pulsed power, grid computing, nanophotonics, atmospheric sciences, and wind energy are among the most prominent at the university.

The Spanish Renaissance-themed campus, described by author James Michener as "the most beautiful west of the Mississippi until you get to Stanford", has been awarded the Grand Award for excellence in grounds-keeping, and has been noted for possessing a public art collection among the ten best in the United States.

South Plains College | 10,538 Lubbock Christian University | 1,661
Wayland Baptist University | 4,538



**TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™**
School of Medicine

The Texas Tech University Health Sciences Center (TTUHSC) is a multi-campus institution based in Lubbock with additional campuses located in Abilene, Amarillo, Dallas, El Paso and the Permian Basin. TTUHSC serves more than 100 counties in the western portion of Texas. The university is a separate institution from Texas Tech University; both universities are among four universities that are part of the Texas Tech University System.

LUBBOCK'S MAJOR EMPLOYERS



Covenant Health System is a Lubbock health care provider which serves West Texas and Eastern New Mexico.

It has 1,300 beds in its five primary acute-care and specialty hospitals; it also manages a dozen affiliated community hospitals.

More than 700 physicians treat over 38,000 annual admissions, and over 100,000 emergency room visits through a number of specialty treatment centers. Covenant Heart and Vascular Institute, Covenant NeuroScience Institute, Joe Arrington Cancer Research and Treatment Center, and Women's Hospital. The health system has a school of nursing, school of radiography, and school of surgical technology.

Covenant Health announced March 24, 2019 a \$450 million building and renovation plan for the Lubbock hospital system. Consistently ranked as a top-tier healthcare provider regionally, Covenant Health is embarking on a capital improvement project called "Keeping the Covenant" to bring the latest in facility design and advanced technology to better serve the people of the West Texas and Eastern New Mexico region.

The construction project will provide the community with state-of-the art facilities designed from patient/family-centered design elements.



University Medical Center in Lubbock is a public, non-profit 500-bed hospital. UMC is the primary hospital of the MC Health System and is owned by the taxpayers of Lubbock County. It serves as the primary teaching hospital for the Texas Tech University Health Sciences Center (TTUHSC).

UMC had the first **Level 1 Trauma Center in West Texas**, the John A. Griswold Trauma Center, and it is still the only Level 1 Trauma Center in the region. Lubbock's 911 Emergency Medical Service is provided through University Medical Center, serving over 300,000 people (city and county) with MICU (paramedic-staffed) ambulances. UMC EMS responds to over 31,000 911 calls per year through a priority dispatch system.



Texas Tech University has been adding 1,500 to 1,800 student each fall for the past ten years with a Fall 2017 enrollment reaching 36,996. The Board of Regents just announced the addition of a new Veterinary School and plans to reach 44,500 by 2025.



TTU System @TTUSystem • May 17
By 2025 #TexasTech projects will enroll 44,500 students with 20% of the student population being graduate students. The university has a goal to attain a 90% one-year retention rate in the same time period.



Out of 200 cities, ValuePenguin ranks Lubbock as the 24th Best City for Small Business in the US in 2017.



Lubbock ranks No. 1 in the Top 10 US Cities with the shortest commutes to work, per SafeCo Insurance.



Millennial Money ranks Lubbock 68th on its list of the Top 150 Cities for Millennials in 2017.



In June 2015, Fortune.com listed Lubbock as one of the Top 10 Cities to find a job.



In 2015, Business.com ranks Lubbock No. 4 in US for Best City to get a job.



Lubbock ranks in the Top 15 for US Metro Areas with the Fastest Growing Creative Sectors, per EMSI Q2 2016 Dataset, Garner Economics.



In February of 2015, The Milken Institute ranked Lubbock 20th among the Top 25 Best Performing Cities in the US.



WalletHub ranks Lubbock No. 1 in 2015 for most Recession-Recovered City.



Southern Business & Development Magazine features Lubbock as one of "Ten Sizzling Mid-Market Economies in the South"

The Lubbock Business Park



Lubbock Rail Port



Proposed configuration only. Lots are customizable.

\$292M

INVESTMENT

586

CONTIGUOUS
ACRES

IDP

ZONING

526

CONTIGUOUS
ACRES

M-2

ZONING

FREEPORT

EXEMPTION

Amazon, O'Reilly Auto Parts Distribution Center, WesTX Packaging Company, Standard Sales, Monsanto's Cotton Research Megasite, Verizon Wireless and The Texas Department of Public Safety regional headquarters, which features a state-of-the-art forensic crime lab, currently reside in the Lubbock Business Park. The Business Park also houses the parts manufacturing world headquarters for Lummus Corporation and Republic National Distributing Company.

The Lubbock Rail Port is currently home to Hampton Farm's almond butter processing facilities and will be the future location of its peanut butter processing facility. Other companies included in the Rail Port include Corteva Agriscience, Bayer Crop Science and WL Plastics.



One of the nation's most successful BRAC converted Air Force Bases with a central Location, private airfield access, abundant meeting space and even a state of the art data center. With plenty of room to grow, Reese works collaboratively with its partners to promote business expansion and growth.



\$1.5B

Total Cash Crop of High Plains Cotton

3.7M

Avg Number of Cotton Bales Produced Each Year

30%

Amount High Plains Produces of the Nation's Cotton Each Year

6

... of the Top 7 Cotton-Producing Counties in the Nation are within 80 Miles of Lubbock

COTTON



ONE BALE OF COTTON WEIGHS 500 LBS. ONE BALE COULD MAKE...

215
PAIRS OF JEANS

690
BATH TOWELS

1,217
T-SHIRTS

4,321
SOCKS

LUBBOCK FACTS



59.8%

Of Texas' Grape Growing "Bearing Acres" are located in the High Plains.

72.6%

Of Texas grape production comes from the High Plains.

3.4 tons

Yield per "Bearing Acre" in the High Plains. Texas avg is 2.8tons. Napa Valley yield is between 2.4 and 3.1tons.

\$16.5M

Total Cash Crop Value of High Plains Grape Production



VINEYARDS

1 barrel

Of wine equals 20 cases of wine or 1,200 glasses.

1 ton

Of grapes makes 720 bottles.

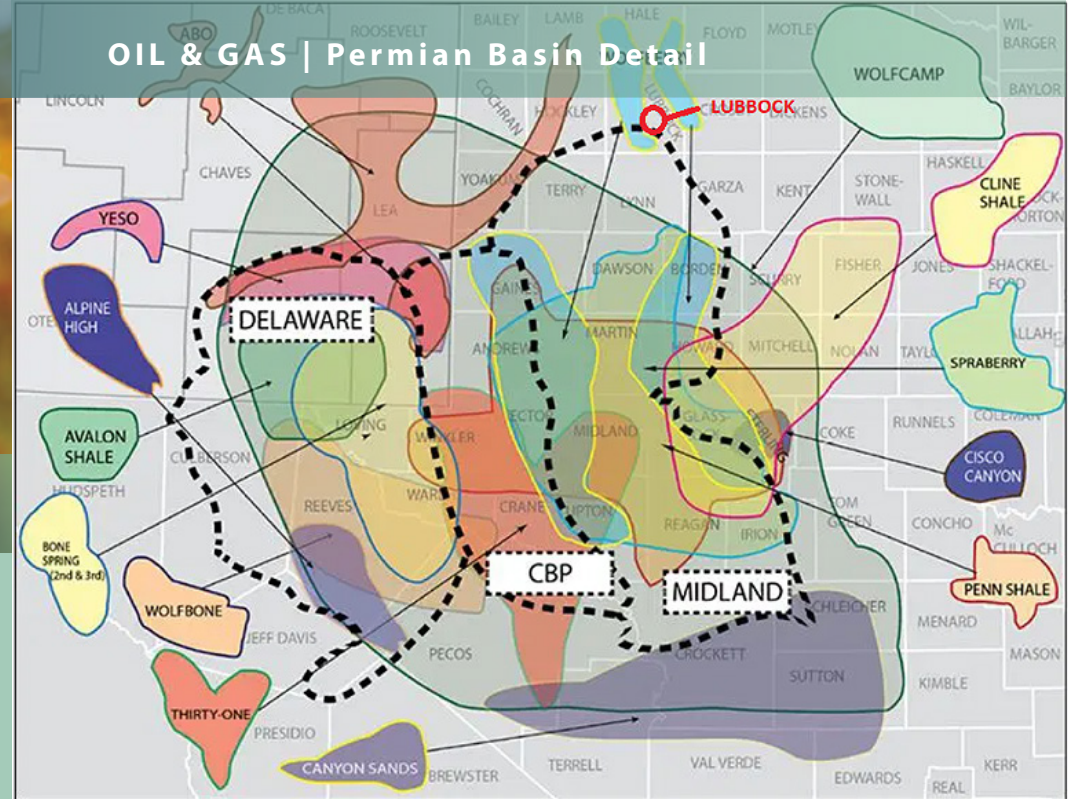
1 vine

Produces 4 - 6 bottles.

1 bottle

Contains 2.8 pounds of grapes.

OIL & GAS | Permian Basin Detail



Source: Natural Gas Intelligence

40%

Permian Basin produces 40% of the nation's Oil.

15%

Permian Basin produces 15% of the nation's Natural Gas.

46.3B

Billion barrels of oil potential.

281T

Trillion cubic feet of natural gas potential.



The US exports 34% of oil production to Canada followed by 20% to China.



THE LEPRINO FOODS DIFFERENCE

#1

Leprino is the world's largest supplier of mozzarella cheese.

600

Full time employees with an average salary of \$50,000+.

200

Trucks will service the facility per day.

1 MILLION

The Lubbock facility will produce 1 million pounds of cheese per day from 8 million pounds of milk.

Supplier to...



#1

Hispanic brand for frozen treats.

1st

Location in Texas.

With deliciously authentic flavors like coconut cream, mangonada, lime, and strawberry, people throughout the area sought out these tasty, refreshing paletas! Each brother went their separate way to share paletas and the paletaria experience across the country successfully. After many years, the brands each brother built rejoined under the Tropicale Foods banner.

DENVER (October 1, 2021) – Leprino Foods Company, a leading global manufacturer of premium-quality dairy foods and ingredients, today announced plans to begin construction of a new, state-of-the-art 850,000 square foot dairy manufacturing facility in Lubbock, Texas. Construction of the new facility is expected to begin in June 2022 and will be completed in two phases by early 2026.

The new Lubbock site represents an \$870 million capital investment and is expected to employ approximately 600 full-time personnel when it is fully operational.

LUBBOCK (September 26, 2022) - California-based Tropicale Foods is coming to Lubbock with a new facility, hundreds of jobs and a \$66.8 million capital investment. Tropicale's ice cream, also known as paleta, brands are La Michoacana and Helados Mexico. Tropicale has been in business for more than 20 years, with five locations in California. This will become its first manufacturing facility in Texas. Tropicale hopes to start hiring in Q4 of 2022 and begin production in 2023.

"Lubbock continues to establish itself as a reputable location for CEOs and working professionals to consider when looking to relocate or expand their operations into a pro-business community," John Osborne, LEDA President

LUBBOCK FACTS



Loop 88 will be built over the next decades, going west from U.S. 84 in Slaton, following FM1585 (130th Street in the city), connecting with U.S. 62/82 in Wolfforth, before heading north to reconnect with U.S. 84 in Shallowater. The finished route will be 36 miles, ten miles longer than Loop 289. Total cost will be \$1.25 billion, compared to \$25 million to build Loop 289 in the 1970s. The first segment – called phase three – will be built from U.S. 62/82 to U.S. 87 between 2021 and 2029.

2B

Loop 88 will cost between \$1 – \$2 Billion.

2021

Year beginning construction.

10-15

Years to complete.

36

Loop 88 will be 36 miles in total.

UPDATES... <http://www.txdot.gov/inside-txdot/projects/studies/lubbock/outer-route.html>

Procuring 15,000+ Texas-focused global investors.

CÖVERE kō-vër
(verb) to magically unite...



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Real Estate Investment Services

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