

Bailey County

Lamb County

Hale County

Floyd County

Motley County

Cochran County

Hockley County



# **South Plains Association of Governments Comprehensive Economic Development Strategy 2017-2018 Update**



*SPEDD*

Lubbock County

Crosby County

Dickens County

King County

Yoakum County

Terry County

Lynn County

Garza County

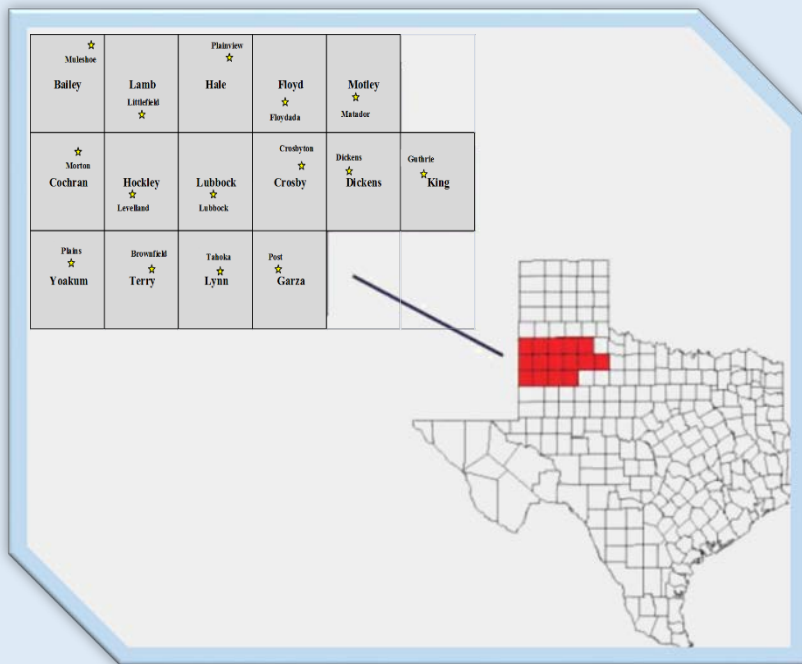
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# South Plains Economic Development District



## SPEDD Board of Directors

<b>Lesa Arnold</b>	<b>Dickens, TX</b>
<b>Judge Mike Braddock</b>	<b>Tahoka, TX</b>
<b>Erik Rejino</b>	<b>Levelland, TX</b>
<b>Jim Barron</b>	<b>Yoakum County</b>
<b>Mike Fox</b>	<b>Hale County</b>
<b>Danny Soliz</b>	<b>Lubbock, TX</b>
<b>Jesse Finley</b>	<b>Floydada, TX</b>
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<b>Jerry Casstevens</b>	<b>Lubbock, TX</b>
<b>Darrell G. Newsom</b>	<b>Wolfforth, TX</b>
<b>Tiffany Robinson</b>	<b>Lubbock, TX</b>

County	Total Square Miles
Bailey	827.50
Cochran	775.20
Crosby	901.70
Dickens	905.20
Floyd	992.50
Garza	896.20
Hale	1004.80
Hockley	908.60
King	913.30
Lamb	1017.70
Lubbock	900.70
Lynn	893.50
Motley	989.80
Terry	890.90
Yoakum	799.70
<b>SPAG Region</b>	<b>13617.30</b>

Source: Texas Almanac, 2017

South Plains Economic Development District (SPEDD), a non-profit corporation, covers the same 15-county region as the South Plains Association of Governments (SPAG), a state planning region. Any local government in the area is eligible for membership in SPEDD. All 15 counties have elected to be active participants in the district's organization and programming, and there are currently no non-participants. Participating members include Bailey, Cochran, Crosby, Dickens, Floyd, Garza, Hale, Hockley, King, Lamb, Lubbock, Lynn, Motley, Terry, and Yoakum Counties. The region composes of 44 cities and 9 special districts.

The SPEDD Board consists of members who are a part of the various groups, Principal Economic Interests of the Districts, Minority Groups, Unemployed and Under Employed representation, local government, private citizens and SPAG board members.



# Summary of Economic Activity



The SPAG Comprehensive Economic Development Strategy (CEDS) represents the South Plains Association of Governments (SPAG) economic development plan. The primary purpose of the CEDS is to analyze local conditions, identify problems and opportunities, define the vision and goals of the region, design strategies to accomplish these goals, and develop a plan for action that will meet the needs of the area. Along with demographic and economic changes, the CEDS addresses some new and recurring issues that include but aren't limited to: social services, water supply, emergency preparedness, and economic development. Overall, the goal of the CEDS is to provide a picture of the current economic conditions in the region and develop a roadmap of opportunities to help the region's stakeholders drive the economic growth process.

The CEDS is updated on an annual basis to reflect the changes of the region. SPAG periodically solicits feedback from regional stakeholders and their input is used to determine the needs, strengths, and weaknesses of the region. Based on a needs assessment survey in 2011, the most common economic barriers cited by respondents to the survey included the lack of quality housing, insufficient capital resources for business development, lack of sites for business and industry, and an unskilled labor force. These deficiencies are reflected in the four priorities cited most by the respondents: affordable housing, increased access to capital resources, small business development, and vocational/business training. Many rural areas cited their declining and aging populations as both their greatest resource and greatest economic consideration. Notably, the needs of the SPAG region continue to remain basically the same from year to year. The actions, decisions, and policies supported, as well as growth in small businesses, are all indicators of the commitment to economic stability from regional decision makers.

At one point in time, economic development was primarily driven by the private sector. Where it was once banks, railroads, and business organizations stimulating economic growth, the responsibility has been slowly shifting towards development authorities, chambers of commerce, and local governments.

**1989**

Creation of the South Plains Economic Development District

**1996**

The City of Lubbock was awarded a \$1,271,250 grant to extend railroad spur

**1997**

Reese Air Force Base disbanded

**2004**

The City of Slaton received a \$560,000 grant to restore the Harvey House in

**2005**

South Plains College Plainview Center expanding access

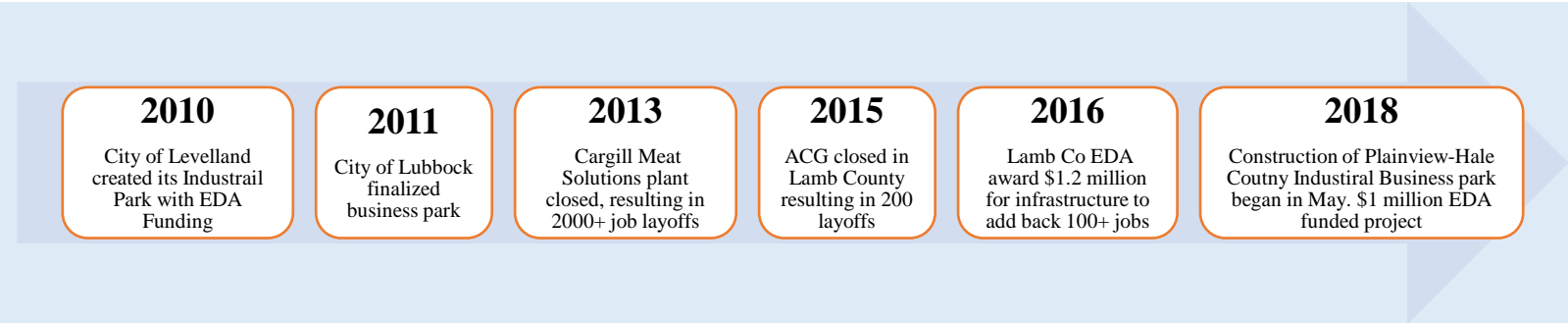
**2010**

Beginning of a 3 year drought in Texas that heavily affected West Texas

The communities of the South Plains share a common culture, geography, environment, and social and economic interest as well as common problems, opportunities, and future. SPAG remains committed to promoting the positive aspects of all these shared elements of life in the South Plains region. The South Plains region is economically tenuous and remains highly vulnerable to changing industry and demographic environments. Changes in the farming industry have caused an increase in “corporate” farming and a reduction in “family” farming operations. The result is a population shift away from farms in the SPAG region to larger metropolitan areas outside the region.

The loss of large employers during the last twenty years, such as the closing of Texas Instruments, Reese Air Force Base and Cargill Meat Solutions has impacted the regional economy as well. Furthermore, wavering oil prices, fluctuating cotton market prices and extreme vulnerability to changes in weather patterns have negatively affected the regional economy. The South Plains region experienced various droughts between 2011 and 2014 which was felt in almost every industry. Currently the region faces threats of droughts in the future as a result of industries that are heavily dependent on the depleting water sources such as the Ogallala Aquifer. Several communities had been declared disaster areas by the governor and received disaster relief funds throughout the years in order to create and/or prolong potable water sources. One of the hardest hit communities was Plainview with the closure of the Cargill meat-processing plant. The lack of rain dropped the number of cattle herd to its lowest level since 1952. Without enough cattle to process, the plant was forced to shut its doors and eliminate over 2,000 jobs. That number accounted for nearly 13% of the county’s workforce in addition to an estimated loss of more than \$865 million in gross sales and \$60 million in labor income (Dudensing, Cross, Sageser & Guerrero, 2013). Although some of the employment and income loss was spread across surrounding counties, it doesn’t alleviate the challenge that economic development leaders have before them. The plant closure is expected to have a multiplier-effect on gross sales, labor income, property tax revenues, and sales tax to name a few. There is also the large possibility that residents have migrated outside of the region to pursue employment elsewhere. The reduction in population and resources is likely to create unpopular decisions, such as consolidation of government functions and elimination of various services. Cooperation between governmental and quasi-governmental units is currently underway. There is a great need to understand and educate others about the economic impacts of the results of having an economy that is heavily dependent on industries that can cause economic distress from instability. Furthermore, due to the unpredictable and unfavorable weather, American Cotton Growers announced the closure of their Littlefield denim mill in January 2015 which laid off approximately 340 workers can benefit from the current economic

There are a number of reasons that may explain the disparity between the South Plains and the state average. The income levels reflect the types of employment in the region. The region falls short of modern industry trends such as high-tech manufacturing and information- based employment when compared to other areas of the state. This creates an area of opportunity for business to relocate or branch into an area that can benefit the economy and further development pursuits. The addition of these sort of business advancements such as the additions of business parks and rail parks. Currently the city of Plainview located in Hale County is constructing a Business park that will house various businesses and aid in fostering jobs and the increasing of economic activity. Also, the city of Levelland located in Hockley County is currently in the process of creating a rail park that can serve as a conduit for attracting industries seeking to enhance their logistical needs. Another glaring deficiency in the region is that recent economic growth is not distributed equally, geographically, or across ethnic and gender barriers. As seen above with income distribution, unemployment is high in rural areas.



The SPAG regional unemployment rate hovers around 4.7%. There are many communities with small economic bases, and these communities are extremely vulnerable to fluctuations of the economy caused by but not limited to non-economic influences. The loss of jobs and income effects spreads to sectors such as local retail businesses and financial institutions through multiplier effects. Individual communities have little control over the events that trigger their economic distress, such as the plant closure in Plainview, and many do not have the means to mitigate the severity of the economic losses sustained by their residents. The need for short-term focused growth and long-term diversification of the regional economy is ideal and should remain a primary focus of regional economic development efforts.

Current economic conditions dictate that businesses must determine their core competencies that create a competitive advantage for the business or region and then work to develop and protect those goals. In an economy experiencing hyper-competition, or the only true long-term competitive advantage may be a business's employees or region's citizens. Technology changes rapidly, and reliance on production-based or technology-based competitive advantages can be short-lived. In order to compete effectively, firms, organizations and regions must look to their people as a source of competitive advantage. People are the source of innovation that fuels continued growth and development. This creates an importance utilizing the universities and colleges in the area to train the region's citizens and employ them. No economy can hope to sustain its growth when large segments of its population do not enjoy the benefits of growth, which will be counterproductive.

In this twenty-first century, the South Plains regional economy stands at a crossroads and cannot afford to be left behind when it comes to diversification of the economy, development of the labor force, creation of new businesses and economic innovation. Economic sustainability requires that we develop an understanding of the economic, social, and political environment and adapt to changes in those environments. As the general economy moves toward a state of hyper-competition, it is vital that regional stakeholders receive the assistance they need to compete on a level beyond their own geographic location. For individuals, firms, and government agencies to compete effectively and create value, they must be able to adapt to an ever-changing environment. Foresight, flexibility, adaptability, and commitment are keys to the future of the South Plains region. SPAG helps to achieve the flexibility necessary to survive by providing information support, administrative assistance, and capital funding. The advancement of its members' interests and the enhancement of capabilities remain as one of SPAG's chief objectives.





# CEDS Plan of Action

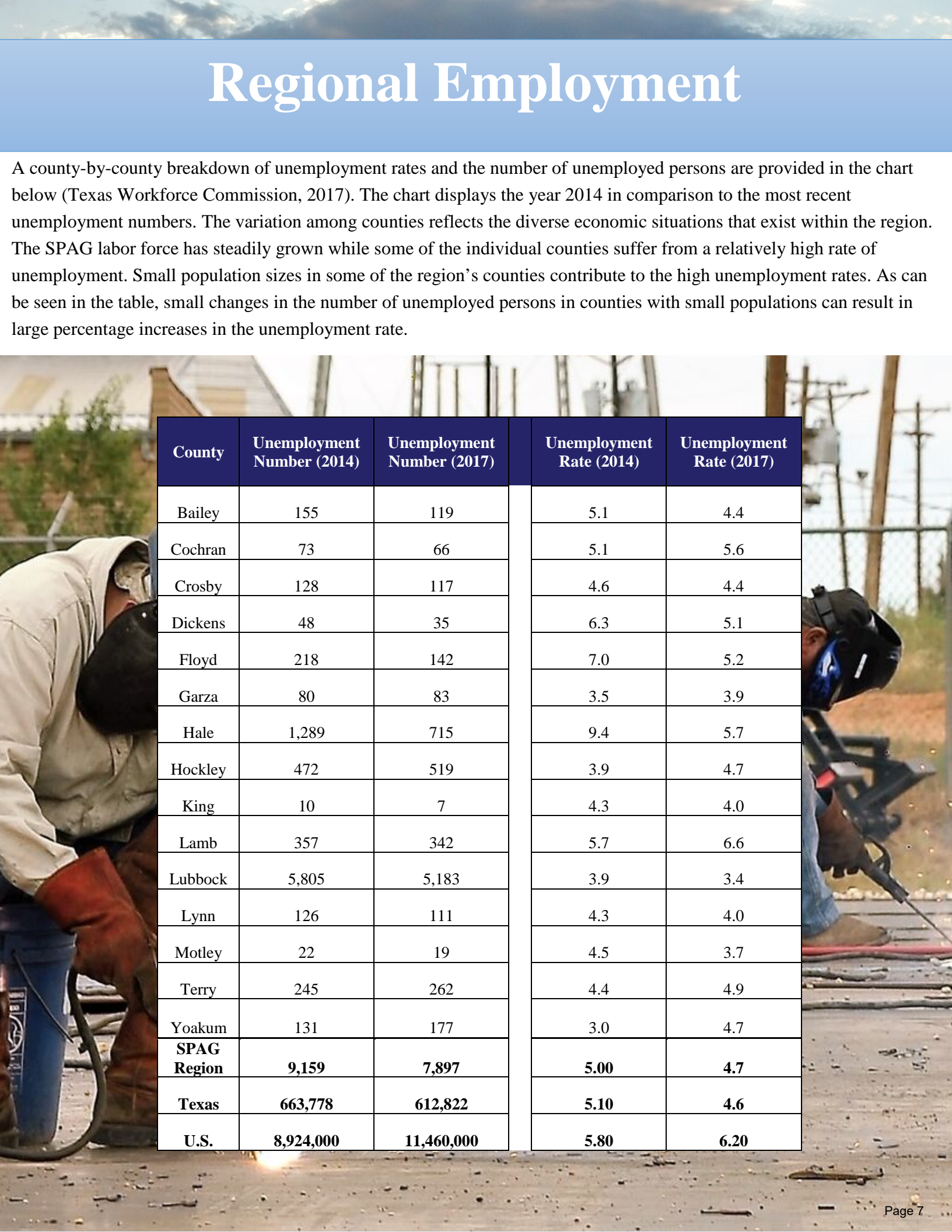
The SPAG Comprehensive Economic Development Strategy conducted by the SPEDD Board is to be utilized as a vehicle for economic activity guidance. This collaborative effort between the SPEDD, which is a collection of regional stakeholders from local governments throughout the region encompasses the diverse interest of the region. The board nature of the CEDS is intended to cover the region while offering county profiles that displays the needs and desires of the 15 individual SPAG counties. The strategic plan outlines objectives and strategies to guided activity to becoming closer to satisfying the goals of the SPAG region. The SPEDD will continue to meet in order to update the progress of the CEDS and formulate innovative practices that grow with the local economy. The practices will be geared towards the coordination of development activities and strategy

Historic Downtown Post, TX



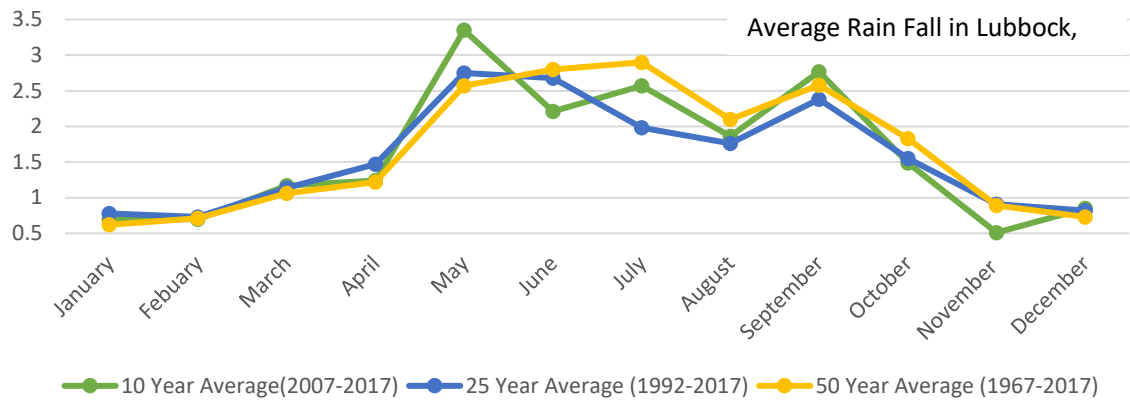
# Regional Employment

A county-by-county breakdown of unemployment rates and the number of unemployed persons are provided in the chart below (Texas Workforce Commission, 2017). The chart displays the year 2014 in comparison to the most recent unemployment numbers. The variation among counties reflects the diverse economic situations that exist within the region. The SPAG labor force has steadily grown while some of the individual counties suffer from a relatively high rate of unemployment. Small population sizes in some of the region's counties contribute to the high unemployment rates. As can be seen in the table, small changes in the number of unemployed persons in counties with small populations can result in large percentage increases in the unemployment rate.



County	Unemployment Number (2014)	Unemployment Number (2017)	Unemployment Rate (2014)	Unemployment Rate (2017)
Bailey	155	119	5.1	4.4
Cochran	73	66	5.1	5.6
Crosby	128	117	4.6	4.4
Dickens	48	35	6.3	5.1
Floyd	218	142	7.0	5.2
Garza	80	83	3.5	3.9
Hale	1,289	715	9.4	5.7
Hockley	472	519	3.9	4.7
King	10	7	4.3	4.0
Lamb	357	342	5.7	6.6
Lubbock	5,805	5,183	3.9	3.4
Lynn	126	111	4.3	4.0
Motley	22	19	4.5	3.7
Terry	245	262	4.4	4.9
Yoakum	131	177	3.0	4.7
<b>SPAG Region</b>	<b>9,159</b>	<b>7,897</b>	<b>5.00</b>	<b>4.7</b>
<b>Texas</b>	<b>663,778</b>	<b>612,822</b>	<b>5.10</b>	<b>4.6</b>
<b>U.S.</b>	<b>8,924,000</b>	<b>11,460,000</b>	<b>5.80</b>	<b>6.20</b>

# Climate



Source: <http://www.weather.gov/lub/climate-klbb-pcpn>

The region has a unique climate in relation to the central, eastern and southern regions of Texas. The climate ranges from a winter temperatures of up to 74.3 degrees on average and as low as 47.4 degrees on average. This variability in temperature makes the region seem less favored in comparison to the other regions, but the climate cannot hold the region from reaching its full potential.

Beyond the diversity in temperature the region is known for having dust storms, rainy seasons, and snow seasons. Overall, the climate should not be looked at as detouring economic activity because the opportunity outweighs the climate downfalls of the region.

Average Temp	Bailey	Lamb	Hale	Floyd	Motley	Cochran	Hockley
High	73°F	73.5 °F	71.5 °F	72.3 °F	74.3 °F	73.5 °F	73 °F
Low	39.8 °F	44.3 °F	46 °F	45.8 °F	49.1 °F	44.1 °F	45.7 °F
Annual Rainfall	18.37 in	18.82 in	20.36 in	21.69 in	23.47 in	18.95 in	19.84 in

The averages in the table are drawn from the most populous city within the counties. This allowed for a generalized approach to each counties climate nature.

Average Temp	Lubbock	Crosby	Dickens	King	Yoakum	Terry	Lynn	Garza
High	73°F	73.5 °F	71.5 °F	76.1 °F	74.8 °F	74.3 °F	74.2 °F	76.4 °F
Low	39.8 °F	44.3 °F	46 °F	48.1 °F	46.1 °F	49.1 °F	47.7 °F	49 °F
Annual Rainfall	18.37 in	18.82 in	20.36 in	25.56 in	19.21 in	23.47in	21.22 in	21.98 in



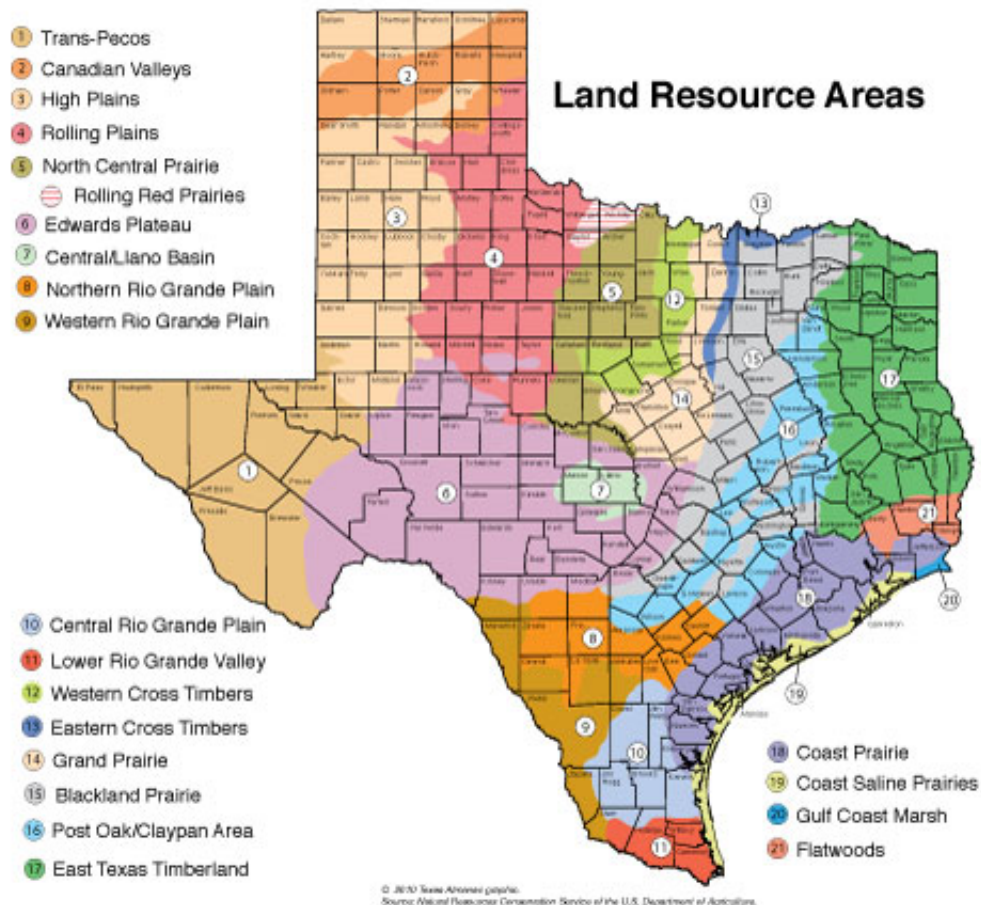
# Geography



The SPAG region consists of the West Texas Rolling Plains, which is approximately the western two-thirds of the North Central Plains in Texas (purple region), and The South Plains geographical regions (orange region). In a direction of east to west, the altitude increases approximately from 750 feet to 2,000 feet beginning at the base of the Caprock Escarpment.

Caprock Escarpment is a physical feature caused by surface erosion and is abruptly 200 to 500 feet, and in some places almost 1,000 feet above the plains. The structure faces eastward creating a wall through Briscoe, Floyd, Motley, Dickens, Crosby, Garza, and Borden counties

The Region is a leader among the grain and sorghum industry and leads the state in cotton production. The city of Lubbock is the center of the region and is one of the state's largest cotton producers. The region is also known as one who has a large cattle-raising industry with some of the state's largest ranches.

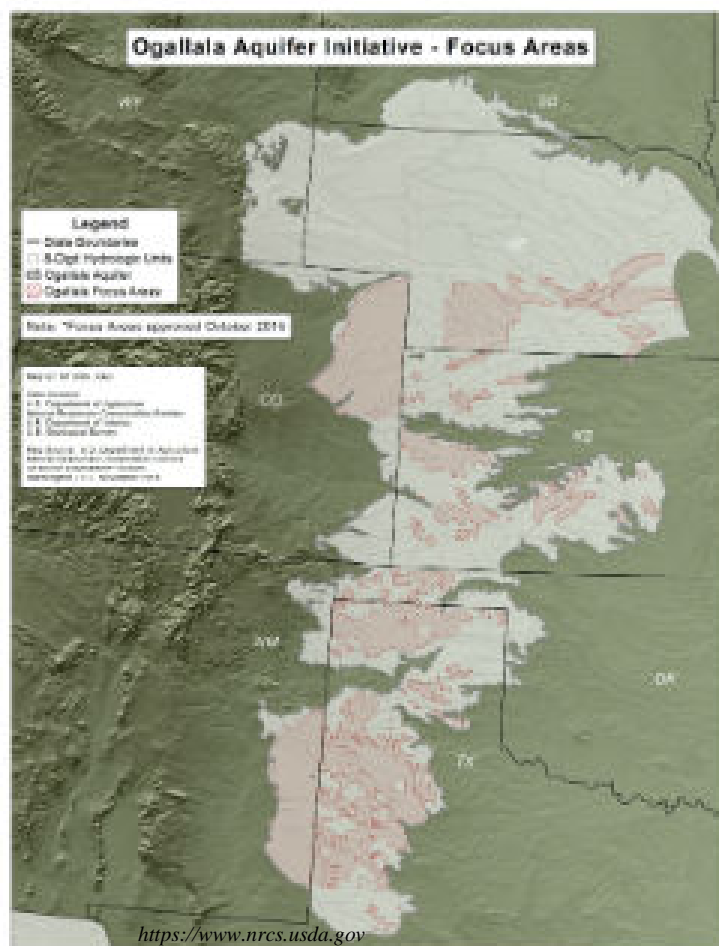


# Water Resource

The area's resources are vital to the regional economy. These unique resources should be protected, improved, and developed according to their natural, cultural, agricultural, and historical value. The Caprock, White River Lake in Crosby County, and Lake Alan Henry in Garza County are important physical resources, while the area's abundant cropland and oil reserves are economically viable assets.

Water is the primary resource constraint to economic growth in the region. Much of the region relies on aquifers for water, and the limited rainfall and increased usage means that levels in the aquifers are declining faster than they are being recharged. While the rate of decline is less than in previous decades, it is still a serious problem. As water scarcity increases, costs associated with generating more water will be translated into higher consumer costs. Naturally occurring chemicals and metal deposits are increasing to potentially hazardous levels. Addressing these issues could be costly to effected communities.

- Approximately 97% of this area's water needs are dependent upon the Ogallala Aquifer
- Approximately 90% of the water demand is for irrigation





# Parks and Wildlife

## **Wildlife Management Areas**

The White River Lake in Crosby County and Lake Alan Henry in Garza County provide a source of recreational water that is accessible to the region's population. Smaller natural lakes and playa lakes throughout the region also offer recreational opportunities and provide park resources, wildlife habitat, and hunting areas. Notably, the Muleshoe National Refuge in Bailey County is the only federally administered outdoor recreation area in the region. Recreational attractions and Wildlife Management areas include the following:

### **Parks and Recreation Areas:**

- 1) Mackenzie Park and Recreation Area
- 2) Muleshoe National Wildlife Refuge

### **Streams:**

- 1) Double Mountain Fork of the Brazos River
- 2) White River
- 3) Yellow House River

### **Lakes:**

- 1) Buffalo Springs Lake
  - 2) White River Lake
  - 3) Yellow House Canyon Lake
  - 4) Lake Alan Henry
- (There are approx. 2,871 total surface acres of freshwater lakes)

## **Endangered Animals**

The South Plains hosts a few endangered animals, and the Texas Parks and Wildlife Department is closely monitoring these species to prevent extinction. More extensive information on area endangered species is available from the Texas Parks and Wildlife Department at the Texas Parks and Wildlife website (Texas Parks and Wildlife, 2018).

## **Floodplains and Wetlands**

The South Plains Development Council maintains an inventory of current floodplain maps for the region. The U.S. Fish and Wildlife Service also possess area floodplain maps in addition to maintaining a list of wetland locations within the South Plains region. The Texas Parks and Wildlife Department has developed guidelines concerning the regulation and management of Texas wetlands, and information covering these and other Texas water issues is available at the Texas Parks and Wildlife website (Texas Parks and Wildlife, 2018).

# The Region Outside of Lubbock



## Commuter Transportation

### Most Common Method of Travel

Drive Alone	Carpooled	Work at Home
79.3%	13.3%	3.16%

## Housing

Rent	Own
67.6%	68.3%

Source Census Bureau

There is a diverse region outside of Lubbock County, which is the centered city. The region employs approximately 54,261 people specializing in Mining, Quarrying, Oil, Gas Extraction; Agriculture, Forestry, Fishing, Hunting and Utilities. The most employed industries and highest paying are:

### MOST EMPLOYMENT

EDUCATION SERVICES	6,290
AGRICULTURE, FORESTRY, FISHING, HUNTING	6,141
HEALTH AND SOCIAL ASSISTANCE	5,948

### HIGHEST PAYING

MINING, QUARRYING OIL, GAS EXTRACTION	\$55,754
UTILITIES	\$48,342
TRANSPORTATION AND WAREHOUSING	\$36,089

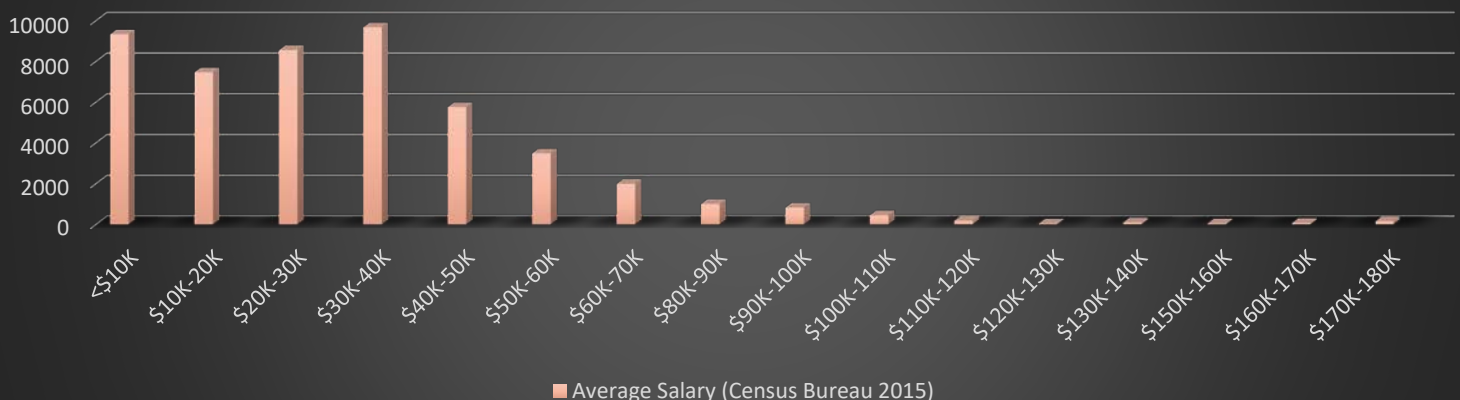
The median household income is \$42,948, with males averaging \$45,395 in comparison of \$30,762 for female citizens with respect to occupations. The largest ethnicity group's living in poverty in this portion of the region are listed below. This make up is due to the demographics of the outer Lubbock region.

White (19,551)

Hispanic (16,143)

Black (1,421)

## Wage Distribution



# Community



The community portion outlines the cost of living in the various counties as well as the number of households currently in each county.



COUNTY	NUMBER OF HOUSEHOLDS
BAILEY	2,392
LAMB	4,865
HALE	11,513
FLOYD	2,413
MOTLEY	445
COCHRAN	1,030
HOCKLEY	8,089
LUBBOCK	108,485
CROSBY	2,189
DICKENS	878
KING	113
YOAKUM	2,727
TERRY	4,046
LYNN	2,188
GARZA	1,532

Source Census Bureau

County	Monthly Cost of Living
Bailey	\$5,493
Lamb	\$5,433
Hale	\$5,776
Floyd	\$6,124
Motley	\$5,436
Cochran	\$5,481
Hockley	\$5,610
Lubbock	\$6,032
Crosby	\$5,602
Dickens	\$5,619
King	\$6,124
Yoakum	\$5,506
Terry	\$5,507
Lynn	\$5,760
Garza	\$5,584

The monthly cost of living was calculated utilizing the Economic Policy Institutes Family Budget Calculator for a 2 adult and 2 child home.

EPI's Family Budget Calculator measures the income a family needs in order to attain a modest yet adequate standard of living. Compared with the federal poverty line and the Supplemental Poverty Measure, EPI's family budgets provide a more accurate and complete measure of economic security.



# South Plains SWOT Analysis

In May of 2017, the South Plains Economic Development District Board conducted an analysis of the region's strengths, weaknesses, opportunities and threats, known as a SWOT analysis. The SWOT analysis identifies what local government staff, elected officials, community members, and other stakeholders believe to be important in regard to improving the economic state of the region.

## Strengths

- Regional Work Ethic
- Agriculture
- Texas Wine Industry
- Energy
- Logistical Location
- Natural Resources
- Regionalism
- Higher Education Attainment
- Low Unemployment rate
- Uncommercialized land
- Oil Industry

## Weakness

- Public Transportation
- State Location
- Aging Infrastructure
- Conservative Nature
- Tourism

## Opportunity

- Workforce Development
- Historic Downtowns
- Tourism
- Industry Growth
- Population Growth
- Regional Marketing
- Higher Education

## Threats

- Water Availability
- Economic Diversity
- Stagnant Tax Basis/ Inflation
- Housing Availability
- Adverse Climate



# SWOT ANALYSIS

The **Strengths** portion of the SWOT Analysis outlines the areas that the region has seen the most success

## **Regional Work Ethic**

Historically the South Plains region has been a blue-collar region with a very strong work ethic. The people of the region work hard to provide for families and develop communities and are not known to “job hop”.

## **Agriculture**

The region accounts for 24 of the 120 billion of cotton industry dollars added to the US economy every year. In addition to cotton the region is beginning to create Guar Gum, a byproduct of cottonseed that serves as an important form of livestock feed across the country. In being a large producer of wheat, sorghum, corn, and sunflowers, 95% of land in the region is dedicated to agriculture creating a large stake in the region’s economy.

## **Texas Wine Industry**

With Texas being the site of the first vineyard established in North America, by Franciscan priests circa 1662, the South Plains is no stranger to the wine industry. The Texas High Plains wine region, located west of Lubbock in the Panhandle at an elevation of 3000-4000 feet. This region includes all 15 counties within the South Plains Region as well as other counties that are located in the High Plains Region, northern portion of the panhandle. This region is ideal for the wine industry because of its appellation and very dry nature. The Texas High Plains AVA encompasses over 8 million acres and grows over 80% of Texas’ wine grapes. The region is the top in the state for wine industry and will remain at the top with room for growth.

## **Energy**

According to the West Texas Energy Consortium, the region of West Texas boasts an annual growth rate of 2.2% compared to the 1.8% of the state as a whole. With the nature of clean energy in the future, the region has a great range of open space to utilize wind energy and strive to be at the top of the charts in green energy.

## **Logistical Location**

The region’s location poses as a great platform for the logistical industry. The region is located on the western borders of eastern New Mexico, the western borders of Oklahoma and along the northern borders of central west Texas. This ideal location serves as a platform for the surrounding regions to travel to and utilize for holiday, leisure and life sustainment shopping as well as recreational activities.

The region is conveniently located along the “Port to Plains Corridor” created by the Ports-to-plains Alliance. It is a grassroots alliance of communities and business 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 to Canada. This economic development corridor spans 4,950 plus miles, connecting Mexico and Canada. The alliance consists of nine states (Texas, New Mexico, Oklahoma, Colorado, North Dakota, South Dakota, Montana, Nebraska and Wyoming), two Canadian Provinces (Alberta and Saskatchewan) and central Mexico.

## **Natural Resources**

The South Plains is home to a good deal of natural resources. Among mineral deposits, oil an abundance of sunlight and wind that is now being harnessed as energy within the region.

# SWOT ANALYSIS

## Strengths continued

### Regionalism

Because of the rural nature of the South Plains region it is imperative that the communities work together. The communities in the region realize that the economies in the region are intertwined. Because of this the communities believe in working together to advance the entire region creating a collaborative governance.

### Higher Education Attainment

The region contains various colleges to offer higher education attainment to cater to the various needs and distances. Currently the colleges in the region consists of Texas Tech University, West Texas A&M University, Wayland Baptist University, Lubbock Christian University, South Plains Community College and various technical and trade schools.

### Low Unemployment rate

According to Stats America the South Plains region has an unemployment rate of 4.7%. This rate is slightly above the Texas average of 4.6%, but well below the United States average of 6.2%.

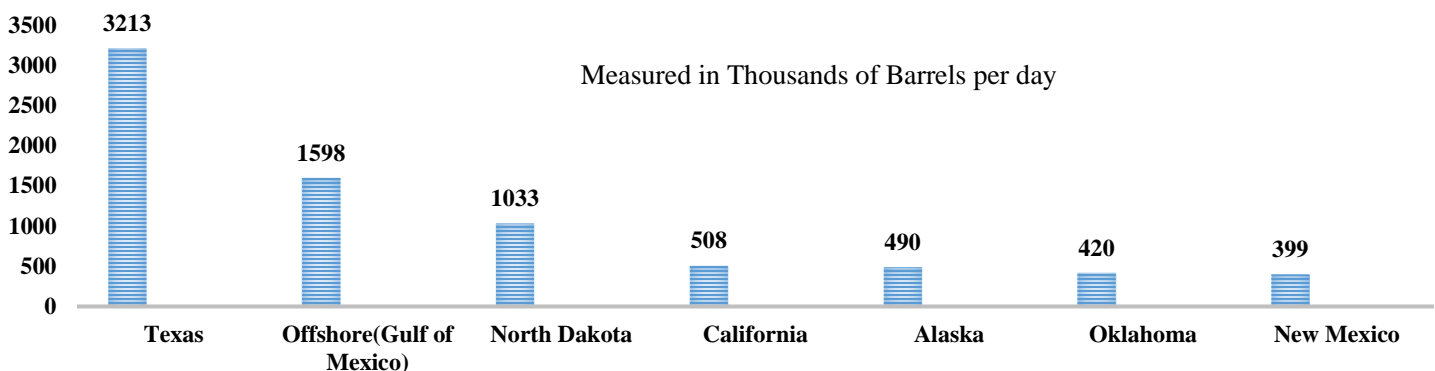
### Abundance of Uncommercialized Land

The South Plains region is a vast region with a low population density among the region as a whole. The majority of this land is dedicated to agriculture, however there is still an abundance of available land for development that could be used as a home to future businesses looking to relocate in the region.

### Oil Industry

West Texas being the epicenter of oil since the 1920s, oil is responsible for the economic booms and downturns within the region. The oil industry is less regulated in Texas in comparison to other states. For example, it is generally less costly to drill for oil in West Texas than it is in New Mexico. Texas is also the biggest oil producer state in the U.S and is responsible for 36% of the country's oil production as stated by the U.S. Energy Information Administration.

## TOP 7 OIL PRODUCERS IN THE UNITED STATES (STATES AND OFFSHORE) 2016



Source: [https://www.eia.gov/dnav/pet/pet\\_crd\\_crpdn\\_adc\\_mbbldpd\\_a.htm](https://www.eia.gov/dnav/pet/pet_crd_crpdn_adc_mbbldpd_a.htm)

# SWOT ANALYSIS



The **Weakness** of the SWOT Analysis consists of areas that places the region at a disadvantage. These disadvantages require economic attention in order for the region to have the greatest chance for building capacity that will sustain beyond short

## Public Transportation

The public transportation system contains deficiencies regarding residents' travel of the 4,950-mile region. There is not an ease access to public transportation means for residents to navigate the region on a regularly basis. Travel from King County (the furthest county in relation to Lubbock County) to Lubbock County (the central county of the region) is an hour and 52 minute drive by personal vehicle. Obtaining work in the region's major city is unobtainable without the option of public travel for some residents. The lack of regional public transportation results in the counties benefit loss from the major city.

## State Location

Although the region has a great location in relation to the surrounding states, the region is quite a bit of distance from the state's top cities such as Dallas, Houston, Austin and San Antonio. This weakness can be utilized by allowing the region to serve as the cluster for West Texas, just as the Dallas/Fort Worth area is to East Texas, Austin is to Central Texas and as Houston is to South Texas.

City in Relation to Lubbock (Region's Central county)	Distance to Lubbock
Houston (The Largest city in the State)	520 miles
San Antonio (The 2 <sup>nd</sup> largest city in the State)	385 miles
Dallas (The 3 <sup>rd</sup> largest city in the State)	346 miles
Austin (4 <sup>th</sup> largest city in the State)	373 miles
Fort Worth (5 <sup>th</sup> largest city in the state)	320 miles
Rankings according to USA today	

## Aging Infrastructure

Aging infrastructure in relation to increasing infrastructure demands present a weakness for the region. With majority of water and sewer infrastructure being constructed prior to 1960 throughout the region, the need for reconstruction of failing infrastructure must be addressed. The nature of small populous communities, which is to draw small amounts of capital from taxing and utility rates, causes for a reliance on state and federal funds.

## Traditional Views

The current ideals of the region consist of notions that change will create a region that is not consistent with the current western style of the region. In order to grow and remain true to its inhabitants the region needs to involve its citizens as much as possible within all areas of economic growth in order to keep the resistance at a minimal level. Furthermore, there is a belief that West Texas encompasses an outlook of isolation and will not accept business additions that are foreign to the region.

# SWOT ANALYSIS

The **Opportunities** portions of the SWOT Analysis consists of regional areas that pose the ability for building a future with.

## **Workforce Development**

The region possess the ability to reinforce its workforce quality, with the emergence of innovations within various industries. It is imperative that the community utilizes the colleges and trade schools within the region in order to partake in coursework, which will increase the public's knowledge and skillset for the industries.

## **Historic Downtowns**

Multiple towns within the region consists of historic characteristics such as downtown main streets that are romanticists of the historic times. These historic landmarks have the ability to be preserved and marketed to tourists that are looking to get away from the ever changing paces of the city life.

## **Tourism**

The region consists of communities and counties that entail a vast array of historical events and culture. Attractions ranging from historical museums, native vineyards, historic parks, festivals and colleges. With enhanced marketing of the region, tourism can increase and cause for an increase in tourist dollars spent around the region.

## **Industry Growth**

The region has a general consensus of moving away from the rooted industries that has persisted in the region since its origins. Diverse industries can expand into the region and enhance a population looking to grow. Ultimately, industries can exhibit growth with the additions in the region.

## **Population Growth**

Unlike regions such as Dallas/Fort Worth and Houston, the South Plains has uninhabited land that can support continued growth in population size without compromising the spacious nature and western culture of the region.

## **Regional Marketing**

The region has great strength in regionalism and collaboration. If the region markets itself to business and industries in order to offset the lack of information, then industries can become more aware of the appeal of doing business in the region. With the High Ground of Texas being one of the strongest regional marketing coalitions it is possible that the pursuits of regional marketing success is obtainable.

## **Higher Education**

The region consists of multiple institutions that offer degrees beyond a traditional Bachelor's degree. In particular Texas Tech University is one of the few universities in the nation whose campus entails a medical school, law school, graduate school and undergraduate institution. Within the region various other schools are presenting their higher education options. This access to higher education creates an ideal opportunity to incentive further education and retaining these educated individuals within the region. For example, in the past if a regional citizen wanted to obtain a sedentary degree, then that individual would attend a school outside of the region such as Texas A&M Veterinary school. This potentially causes loss to the region's talents.



# SWOT ANALYSIS



The **Threats** portion outlines areas of potential oppositions that pose as problematic or a hindrance to economic growth in the region and must be addressed.

## **Water Availability**

The region's climate is arid and limited to surface water causing for 90% of municipal, agricultural and residential water usage to draw from the Ogallala Aquifer on an annual basis. In reference to the regions drought history, negative impacts affect the agriculture industry creating economic losses. The idea of future droughts poses a significant threat to the region.

## **Economic Diversity**

The region lacks diversity within its industries it is heavily built upon. Some areas are completely dependent on the business patterns of one industry or business. In order for the region to not suffer from the closing of a single business warehouse. In the past the region has suffered large economic downturns from big layoffs due to macroeconomics and business-related reasons.

Furthermore, fluctuation of industries pricing needs such as oil, gas and cattle prices create high possibilities of unexpected layoffs. The regions' heavy reliance on the prices of oil and gas causes the economy to rise and fall significantly and simultaneously. A significant fall in prices creates 12 month layoffs and a large reduction in oil rigs. This potential drop also may cause the regions oil and gas consumers to be greatly affected as well.

## **Stagnant Tax Basis/ Inflation**

The region is known to exhausting its efforts to keep tax rates and utility rates as low as possible in order to maintain a content public interest. This poses as a future problem that can cause for public funding to not grow with the economic pursuits of the region. This creates the effects of limited resources available for many communities in the region to maintain and upgrade infrastructure. In order for the public funding to sustain future endeavors than the region will have to increase tax rates at some levels.

## **Housing Availability**


Currently, desired housing options are not available in all areas of the communities which limits economic growth to the areas that has housing in place. This can cause for economic growth to become hindered by the lack of housing in areas creating long commutes for the hardworking eager workforce.

## **Adverse Climate**

The region contains a unique climate that ranges from a winter temperature ranging from annual high of 74.3 and an annual low of 47.4. The climate's tendency to linger at the extreme ends of the high and low points of the heat indexes causes the relatively high average temperature. These characteristics cause for the region to not be ideal in comparison to relocation from regions with more stable temperatures. Furthermore in the past the region has been known for having dust storms, extreme flooding in rainy seasons and snow storms that can cease a city's work flow for up to four days in some cases.



# Economic Development Goals



The goals developed by the SPEDD Board of Directors and are designed to guide economic activity in a direction that is beneficial to the South Plains Region. The goals are evaluated and updated annually.

- Goal 1:** Increase the quality of workforce in the south plains region.
- Goal 2:** Generate an increasing level of per capita income rates for residents within the region.
- Goal 3:** Design and implement a commercial development campaign that effectively promotes and utilizes the region's cultural and retail sectors and ultimately attracts visitors (shoppers and tourists) from outside the region.
- Goal 4:** Attract well established businesses to relocate or branch into the region and entice new businesses to expand into the region.
- Goal 5:** Enhance and expand the economic environments ability to aid small businesses especially those located in the rural areas to flourish.
- Goal 6:** Coordinate the promotion of the region and support public relation efforts of local chambers, economic development organizations, and private utilities.
- Goal 7:** Increase the quality of living for regional citizens, by encouraging the development of safe and adequate housing, consistent with the real estate market.
- Goal 8:** Increase the comprehensive educational attainment rates within the region.
- Goal 9:** Maintain and improve the CEDS ongoing planning and management process.



# 2018 South Plains Strategic Plan

The strategic plan outlines how the goals of the region will be implemented to stimulate and maintain economic development activity. The implementation of this plan will create economic resiliency for the region.



## Goal 1: Increase the quality of workforce in the South Plains Region.

**Objective A:** Coordinate with technical and vocational schools including South Plains College, TSTC, and all school districts to ensure training programs that address the needs of the region's businesses.

**Strategy 1:** Continue participation with regional workforce planning through Workforce Solutions of the South Plains.

**Strategy 2:** As established in the SPEDD economic development programs, bring staff into contact with businesses, and the businesses will be surveyed to their training and job skill needs.

**Objective B:** Continue working with Workforce Solutions of the South Plains to assure that new industry and expanding businesses utilize these programs to their maximum potential.

**Strategy 1:** Make referrals to the appropriate Workforce Solutions of the South Plains program of businesses expanding or locating within the region

## Goal 2: Generate an increasing level of per capita income rates for residents within the region.

**Objective A:** Promote existing programs and establish new ventures that will encourage start-up of new businesses and ultimately assist in the diversification of the new general economic base of the region.

## Goal 3: Design and implement a commercial development campaign that effectively promotes and utilizes the region's cultural, retail sectors and attracts visitors from outside the region.

**Objective A:** Explore ways of attracting visitors (shoppers and tourists) from outside the area and develop adequate accommodations and entertainment for these visitors.

**Strategy 1:** Continue to work with the Lubbock Convention and Visitors Bureau to define those locations, events, and activities throughout the region that would be of interest to conventions and tour groups committed to coming to Lubbock.

**Objective B:** Assist and encourage the development of new and creative tourism attractions.



## **Goal 4: Attract well established businesses to relocate or branch into the region and entice new businesses to expand into the region.**

**Objective A:** Develop physical infrastructure in the planning region as a means to enhance the attractiveness of areas and municipalities within the region for private investment.

**Objective B:** Work with SPAG's Regional Services Department to secure community development and economic development funds to improve municipal sewer and water systems as needed. Potential funding sources will include EDA, TDOC, and FmHA.

**Objective C:** Work with Regional Services Department to improve city streets for eligible cities by providing technical assistance for applications to TDCA for EDA as needed.

**Objective D:** Ensure continued rail operation in the region.

**Strategy 1:** Utilize the Rural Rail Transportation District to monitor the progress of the regional railroad.

## **Goal 5: Enhance and expand upon the economic environment to aid small businesses especially those located in the rural areas to flourish.**

**Objective A:** Consult with all inquiries regarding business acquisitions and start-up.

**Strategy 1:** Work to expand the size and scope of the EDA Revolving Loan Fund. Depending on the loan amount request, fund one to six loans a year.

**Strategy 2:** Assist businesses in acquiring either SBA 504 or EDA RCF loans with which to start a new venture.

**Strategy 3:** Explore and develop a regional incubator program designed to nurture the growth of small business in rural communities.

**Objective B:** Continue to promote existing programs and establish new ventures that will encourage the expansion of existing businesses.

**Strategy 1:** Consult with businesses regarding federal contract opportunities and refer them to the Contract Procurement Center for assistance.

**Strategy 2:** Consult with businesses regarding export trade opportunities and refer them to the SBDC for technical assistance.

**Strategy 3:** Package, approve, and close six to ten SBA 504 loans. Loan volume should approach \$3,500,000.

**Strategy 4:** The City of Lubbock has obtained a FTZ sub-zone designation, and the city will be encouraged to market its availability to industrial prospects.

**Strategy 5:** Continue systematic marketing strategies designed to promote the use of the SBA 504 loan program and the SPAG RLF Program. This includes targeting of financial institutions, contractors, commercial realtors, and economic development entities.

**Objective C:** Acquaint prospects with the advantages of the area and arrange financing for site development, purchase of machinery and equipment, and working capital if necessary.

**Strategy 1:** Continue to sponsor and assist the regional industrial marketing program, the High Ground of Texas.

**Strategy 2:** Develop a systematic marketing strategy designed to reinforce SPEDD economic development programs with area financial institutions, chambers, economic development corporations, and government units.

## **Goal 6: Coordinate the promotion of the region and support public relation efforts of local chambers, economic development organizations and private utilities.**

**Objective A:** Develop appropriate instruments that would provide economic data that would be beneficial to chambers of commerce and economic development organizations in their marketing programs.

**Strategy 1:** Pursue the implementation of EDA's Regional Multipliers program as it relates to the 15 county area. This tool could prove invaluable in tracking the source of capital and economic growth in the region. Once this information is obtained, efforts to support existing industries and encourage growth in those areas of weakness would be encouraged.

**Strategy 2:** Utilize an Economic Development Project Analysis (EDPA) System to assist communities in determining net benefits of costs resulting from an industry location

## **Goal 7: Increase the quality of living for regional citizens, by encouraging the development of safe and adequate housing, consistent with the real estate market.**

**Objective A:** Provide adequate housing throughout the region by continuing to explore avenues that would result in low-cost financing for both single and multi-family housing.

**Strategy 1:** Collaborate with the South Plains Housing Finance Corporation ensure participation in its single-family mortgage program. Through the issuance of tax-exempt bonds, loans with lower than market interest rates will be provided in order to assist first-time owners in the purchase of a home.

**(Participation in this program is administered by local area lenders)**

**Strategy 2:** Continue to explore and develop a plant to construct small multi-family units in rural communities.

## **Goal 8: Increase the comprehensive educational attainment rates within the South Plains Region.**

**Objective A:** Increase promotion efforts of educational opportunities to the regions' citizens.

**Strategy 1:** Bring awareness of the various institutions within the South Plains Region and promote their accessibility and connection to current and future business.

## **Goal 9: Maintain and improve the CEDS ongoing planning and management process.**

**Objective A:** Assure broad representation and involvement in the program.

**Strategy 1:** Initiate and oversee SPEDD Board appointments in September of each year.

**Strategy 2:** Continue to monitor representation on the SPEDD Board with respect to the membership requirements set out in the SPEDD Bylaws and assure compliance with the EDA requirements.

**Strategy 3:** Coordinate appointment of committee members to subcommittees as necessary.

**Strategy 4:** Work with the SPEDD and respective counties to update and revise the CEDS on an annual basis.

**Objective B:** Oversee SPEDD Board meetings.

**Strategy 1:** Plan meetings of the SPEDD on a continuous basis.

**Strategy 2:** Plan additional meetings of the SPEDD as projects and opportunities arise.

**Objective C:** Coordinate the work of special-purpose groups so that their activities are consistent with the CEDS.

**Strategy 1:** Continue to meet regularly with representatives of programs and organizations including: chambers of commerce, foundations, JTPA, SBDC, SBI, SBA, TEC, Texas Department of Commerce, cities, counties, and institutions of higher education.

**Strategy 2:** Train volunteers in the basic concepts of economic development through the Rural Economic Development Initiative (REDI) program.

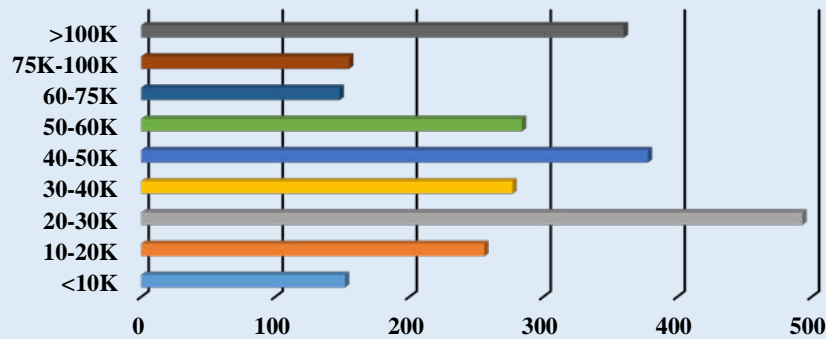
# Bailey County

Population: 7,165



The economic development in Bailey County is headed by the Muleshoe Economic Development Corporation. Their commitment to promoting high quality development and improvement in the quality of life for its citizens. Formed in 1993, their focus is on vision, commitment and cooperation. The City of Muleshoe is located 70 miles Northeast of Lubbock, TX on US Highway 84 and 30 miles Southwest of Clovis, New Mexico.

## <sup>1</sup>Household Income Distribution



**Median Household Income \$37,397**

**Median Property Value \$58,300**

**Median Age 34.9 years**

**Poverty Rate: 19%**

Source Datausa.io

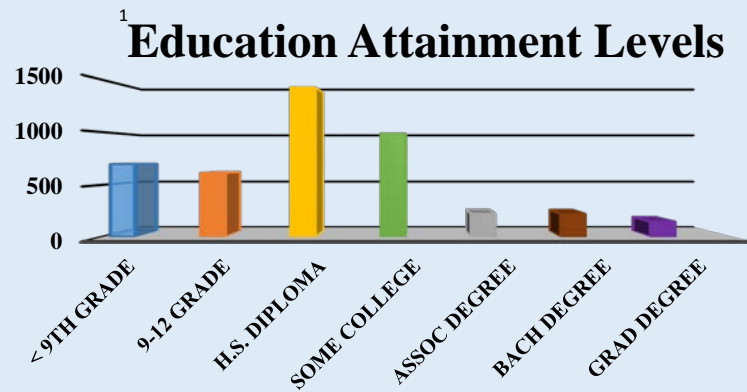
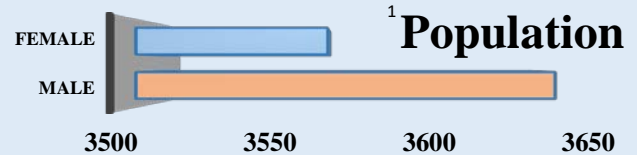
According to the Muleshoe Economic Development Corporation the economic development goals are listed below.

**Retention and Expansion of Current Industry-** Supporting and understanding the greatest opportunity for growth comes from those businesses that are already established and invested here in Muleshoe/ Bailey County.

**New Job Creation-** Continue participation in various organizations that work as a region to attract new business to our area.

**Workforce Development-** Aim to become more involved at the High School level to establish a plan that helps the school produce a workforce that is valuable to the area.

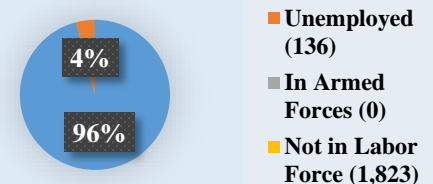
**Retail & Quality of Life-** Placing value in creating a space that people are excited to live and work in.



## <sup>1</sup>Age Distribution



## <sup>1</sup>Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

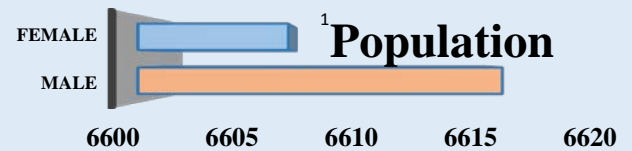


# Lamb County

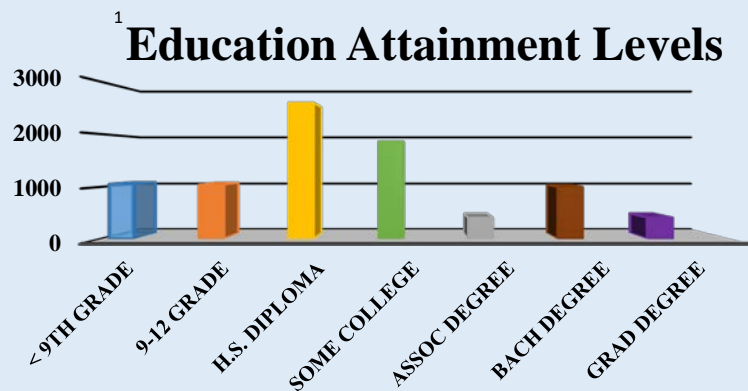
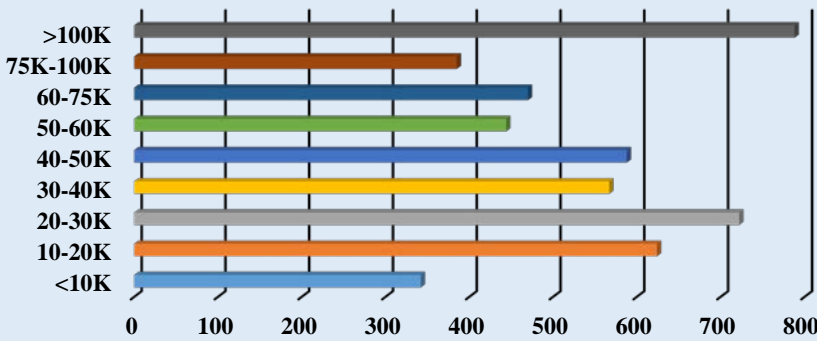
Population: 13,977



Created in 1876 and established in 1908, Lamb County was named in honor of Lieutenant George A. Lamb who was one of twelve soldiers whom died in the Ballet of San Jacinto on April 21<sup>st</sup>, 1836. The city of Littlefield is the “heart” of Lamb County with a population of 6,372. Other cities in Lamb County consist of Amherst, Earth, Olton, Springlake and Sudan.



## <sup>1</sup> Household Income Distribution



**Median Household Income \$41,401**

**Median Property Value \$65,700**

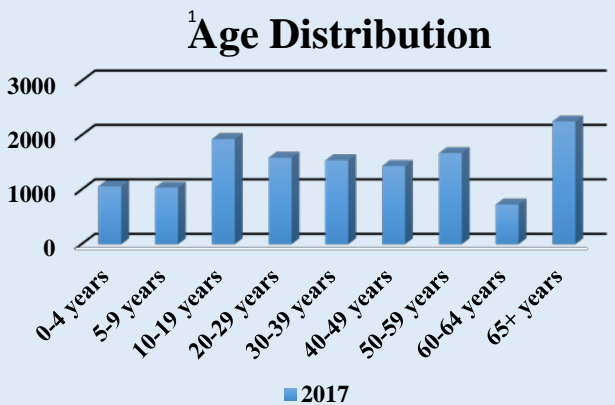
**Median Age 36.3 years**

Source Datausa.io

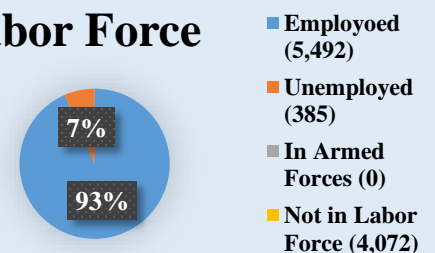
**Poverty Rate: 20.8%**

The economic development activity in the county is led by the Littlefield Economic Development Corporation. The development activities split into Type A and B Development. Type A Corporation focuses on industrial and manufacturing prospects interested in Littlefield while Type B Corporation focuses on the community infrastructure, retail and service business ventures. These corporations are funded by sales tax revenues with majority funds designated towards the service of debt acquired by the Clayton Detention Center.

The City of Littlefield has an application process to qualify for incentives from both EDCs that can be accessed through the city manager Jim Jones, the Executive Director of type A LEDC.



## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

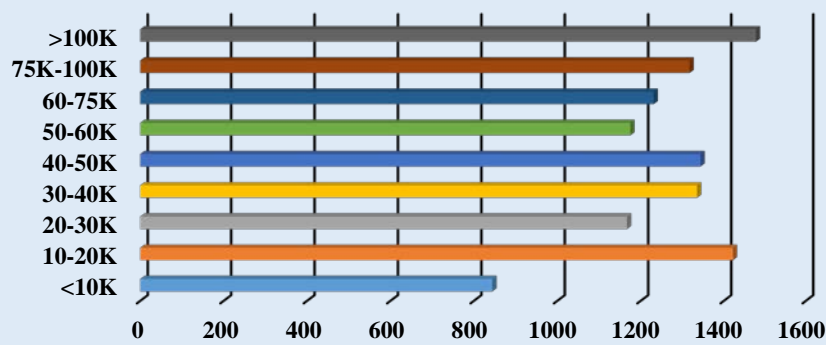
# Hale County

Population: 36,273



Hale County, organized in 1876 and established in 1888 was named after Lieutenant John C. Hale whom was one of twelve soldiers killed in action during the battle of San Jacinto, April 21<sup>st</sup>, 1836. Hale County's populous cities are Abernathy, Edmonson, Hale Center, Petersburg and Plainview. Plainview, the most populous city in Hale County, houses the Economic Development Corporation. In less than 15 years Plainview/Hale EDC is accredited with the creation of 5000 plus jobs through the promotion of economic development, teamwork and economic development memberships to local businesses.

## <sup>1</sup>Household Income Distribution



**Median Household Income \$44,995**

**Median Property Value \$77,700**

**Median Age 32.7 years**

Source Datausa.io

**Poverty Rate: 20.7%**

According to the SWOT analysis conducted on Hale County, economic development goals were developed and are listed below.

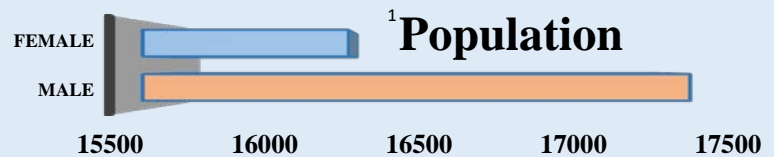
**Real Estate Improvement.** Create an abundant supply of inexpensive, improved real estate for use by primary employers.

**Increase Education Rates.** Reach a high school graduate level commensurate to the state average within ten years.

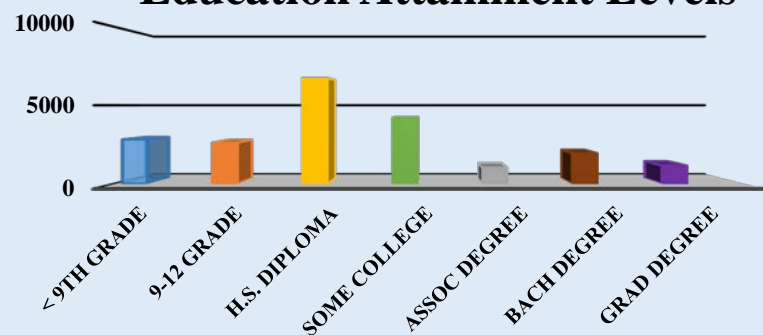
**Increase Workforce Quality.** Create education programs that teaches basic worker skills that are a necessity in today's advancing fields of employment.

**Partner with Local Institutions.** Maintain community relationships with the Wayland Baptist University, South Plains College Plainview Center and Reese Technology Center.

**Continue Economic Development Programs and Incentives.** Expand the Existing Industry program, Marketing Attraction program and the startup program in order to continue economic growth in the county.



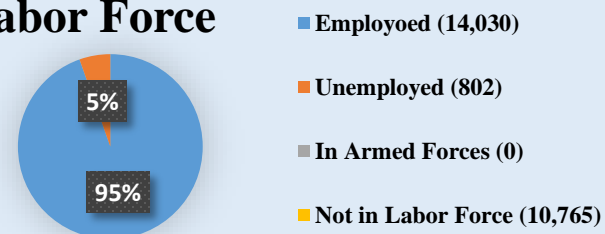
## <sup>1</sup>Education Attainment Levels



## <sup>1</sup>Age Distribution



## <sup>1</sup>Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

# Floyd County

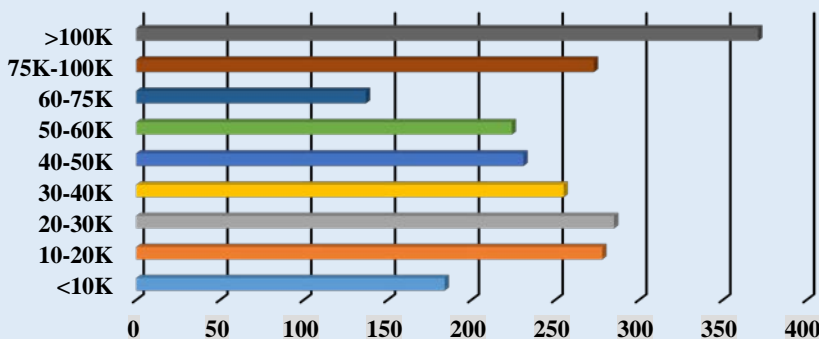
Population: 6,446



Floyd County located northeast of Lubbock in the High Plains region of the Panhandle. Named after Dolphin Ward Floyd who died while defending the Alamo. Floydada is the county seat and Floyd County's largest town. In addition to U.S. Highway 70 the county's transportation needs are served by U.S. Highway 62, State Highway 207, and the Fort Worth and Denver, the Atchison, Topeka and Santa Fe, and the Quanah, Acme and Pacific railroads.

Picture Courtesy of Leonard G. Lane Jr; WWW.254TexasCourtHouses.Net

## Household Income Distribution



**Median Household Income \$43,070**

**Median Property Value \$57,900**

**Median Age 37.3 years**

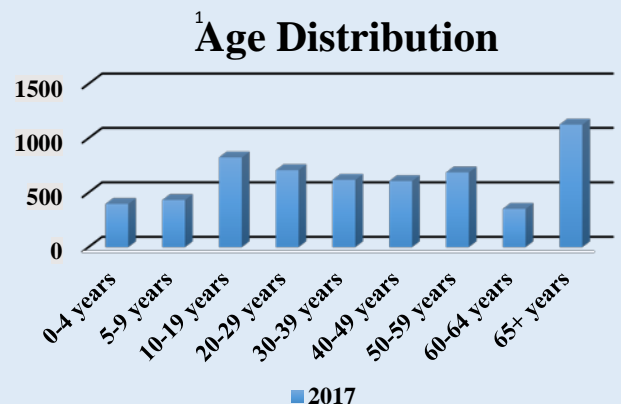
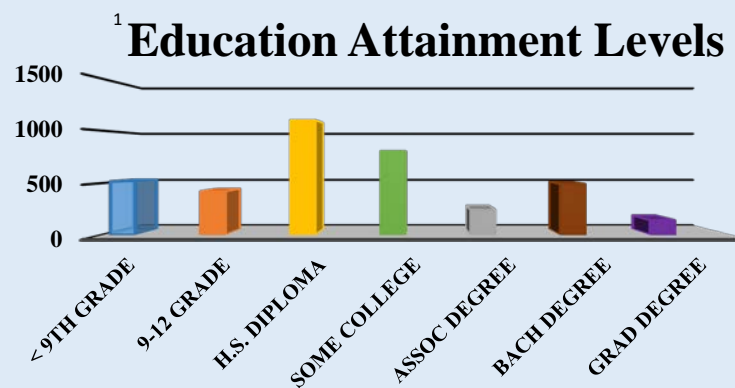
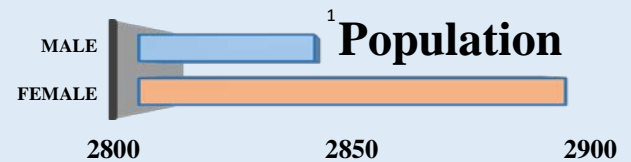
**Poverty Rate: 22%**

Source Datausa.io

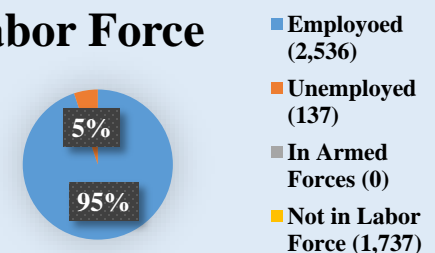
Floyd County is known for its recreational activities of hunting pheasant, deer, quail and fishing. The local economy in Floyd County consists of cotton, wheat, sorghum, corn and pumpkins creating a market value of \$282.7 million.

According to the 2016 U.S. Census Bureau Floyd County Economics are as followed:

Total Employer Establishments	150
Total employment	949
Total nonemployer Establishments	371
Total manufacturer shipments	11,377
Total retail sales	\$31,484
Total retail sales per capita	\$4,945



## Labor Force



<sup>1</sup> Texas Site Search Demographics 2017



# Motley County

Population: 1,210

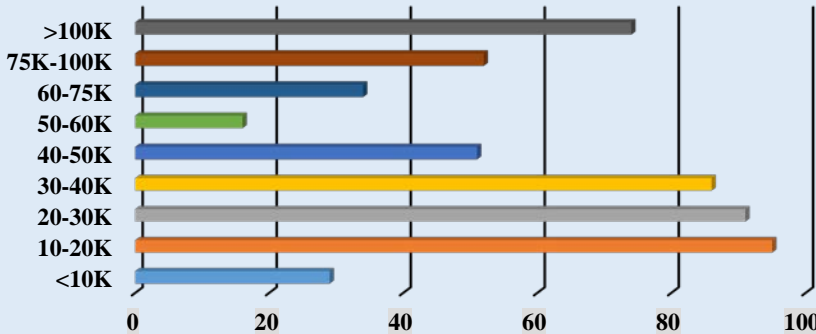


Picture Courtesy of Leonard G. Lane Jr; WWW.254TexasCourtHouses.Net

Located 80 miles Northeast of Lubbock County, Motley County is surrounded by Cottle County, Dickens County, Floyd County, Briscoe and Hall County. The county is named in honor of Junius William Mottley, one of the 12 Texas soldiers who died in the battle of San Jacinto (a spelling error was made when the county was named). The county comprises of 989.8 square miles of rough terrain drained by the North Pease, Middle Pease, and South Pease rivers and their tributaries. Elevations range between 1,928 and 3,034 feet above sea level.

Source Texas State historical Association

## <sup>1</sup> Household Income Distribution



**Median Household Income \$35,433**

**Median Property Value \$55,200**

**Median Age 48.9 years**

**Poverty Rate: 15.5%**

Source Datausa.io

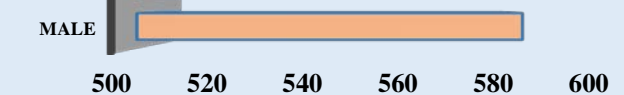
**Vision:** To be the premier 21st Century outreach and continuing education organization in Texas responding to the needs of the people.

**Mission:** To improve the lives of people, businesses, and communities across Texas and beyond through high quality, relevant education.

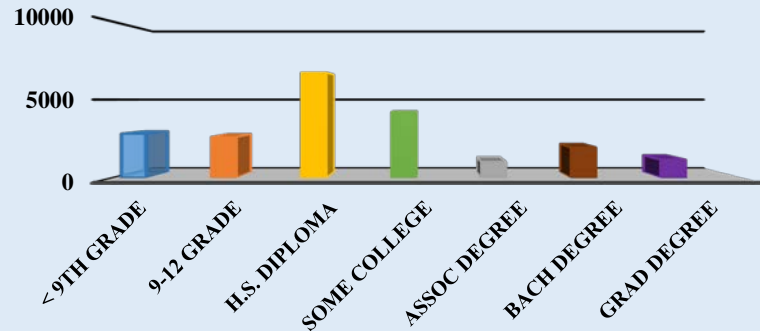
Agriculture is the primary field in Motley County's economy, which also includes beef cattle, cotton, wheat and hay. The county produces about \$14 million average annual income from agriculture, half of which derives from beef cattle and horses and half primarily from cotton, peanuts, wheat, guar, and other grains. The County promotes recreational activities to attract tourists to add to the economy. Such activities that are being promoted are swimming at Roaring Springs in spring fed pool, and the hunting of turkey, quail, wild hog and deer.

Source Texas State historical Association

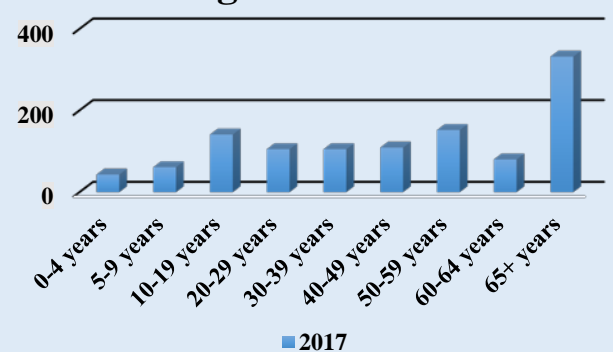
## <sup>1</sup> Population



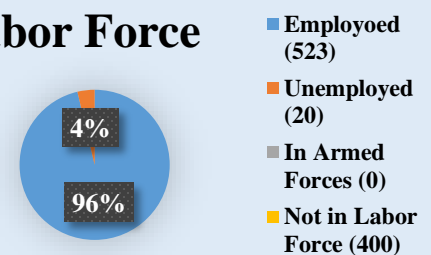
## <sup>1</sup> Education Attainment Levels



## <sup>1</sup> Age Distribution



## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

# Cochran County

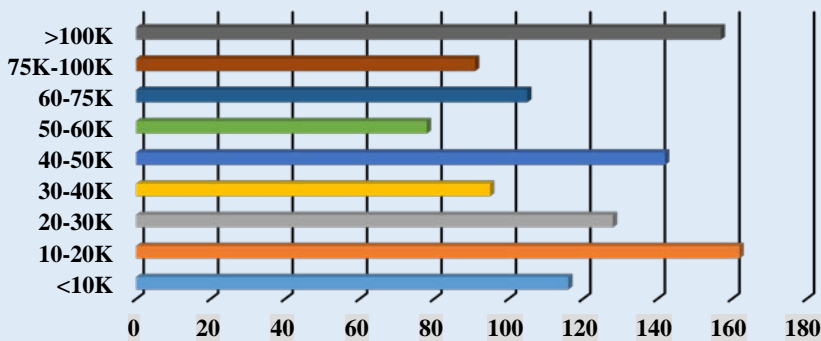
Population: 3,127



Picture Courtesy of Leonard G. Lane Jr; WWW.254TexasCourtHouses.Net

Cochran County, named after Robert Cochran, who died at the battle of the Alamo, is located west of Hockley County bordering the Texas/New Mexico state line. The county consists of approximately 775.2 square miles. The county's economy primarily consists of agriculture. The main crops are cotton, peanuts, sorghum, peas, sunflowers and wheat. This creates a market value of \$100.8 million. The city of Morton, which is the county seat, is known for an economy primarily in oil, farming, meat packing and light manufacturing.

## <sup>1</sup> Household Income Distribution



**Median Household Income \$38,625**

**Median Property Value \$33,000**

**Median Age 33.8 years**

Source Datausa.io

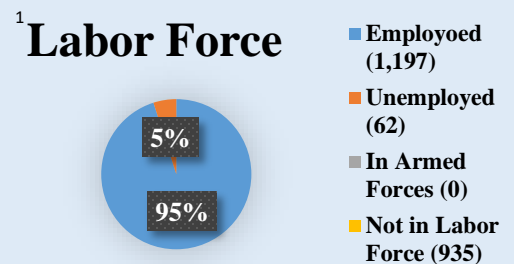
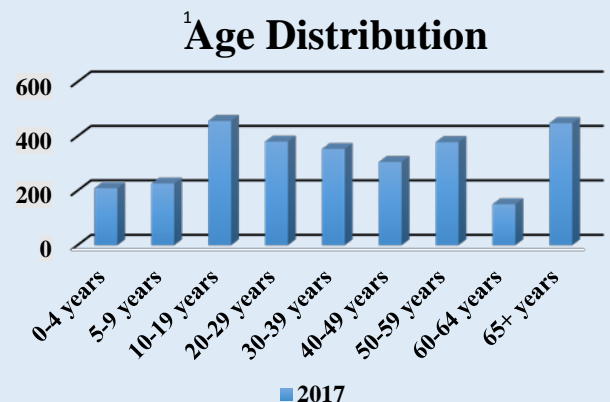
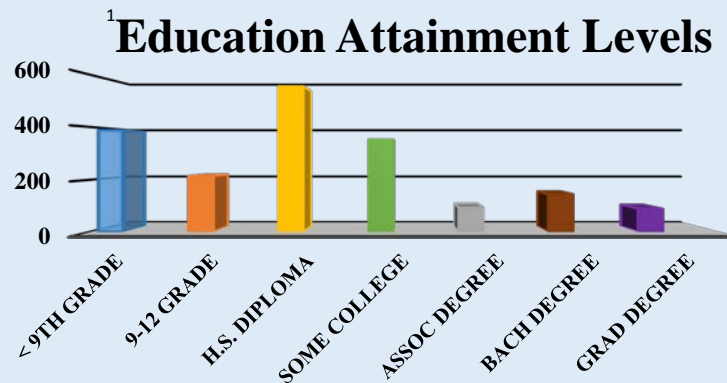
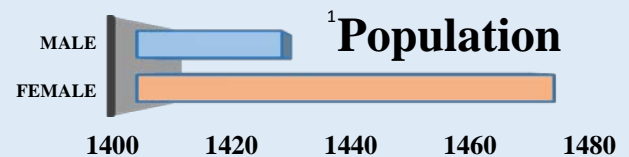
**Poverty Rate: 19.6%**

## Texas A&M AgriLife Extension Education

Cochran County has an Texas A&M AgriLife Extension Service office that aims to bring resources through file based faculty and unbiased, research based information, educational programs and technical assistance through Agriculture, Community & economic development, individual & family Capacity, Youth development and safety.

**The mission of the center is as follows:**

Providing quality, relevant outreach and continuing educational programs and services to the people of Cochran County and Texas.



<sup>1</sup> Texas Site Search Demographics 2017

# Hockley County

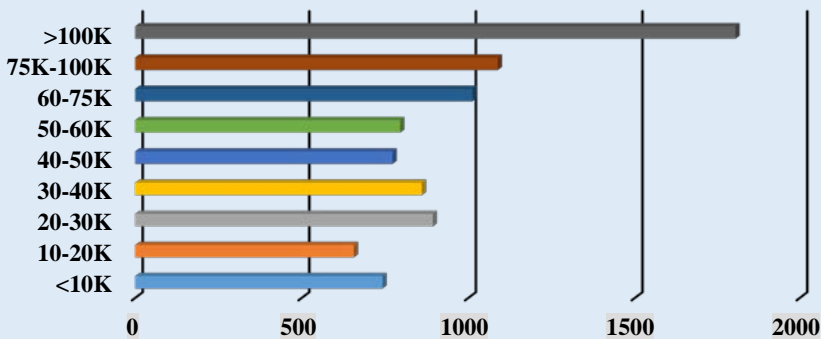
Population: 22,935



The county is named after George W. Hockley, who served as chief of staff of the Texas Army during the Texas Revolution. Hockley county is located east of Lubbock County and consists of Levelland as their most populous city with Anton, Opdyke West, Ropesville, Smyer and Sundown following. Hockley County economic activity is geared by Levelland Economic Development Cooperation.

The city of Levelland is conveniently located 30.7 miles west of the city of Lubbock, making it an ideal city to draw tourists into the county. As the city of Levelland grows the cities around it will benefit as well aiding to the prosperity of Hockley County.

## <sup>1</sup> Household Income Distribution



**Median Household Income \$50,331**

**Median Property Value \$80,800**

**Median Age 33 years**

Source Datausa.io

**Poverty Rate: 15.7%**

According to the SWOT analysis conducted on Hockley County Economic development goals were developed and are listed below.

### Quality of Living

### Infrastructure

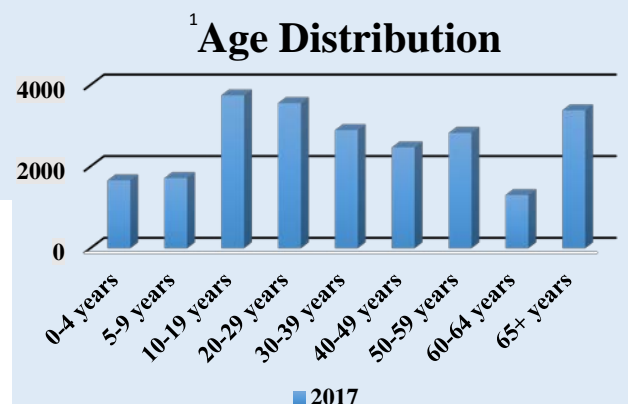
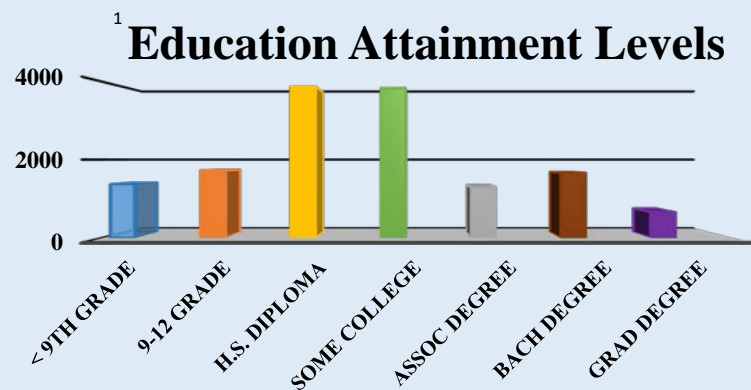
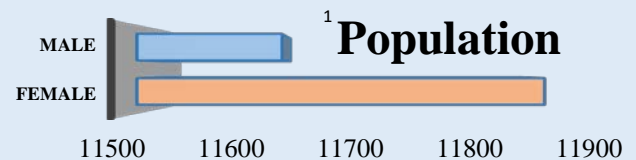
### Increasing Business Diversity

Levelland and Hockley County has an 8 Million Acre Texas High Plains AVA.

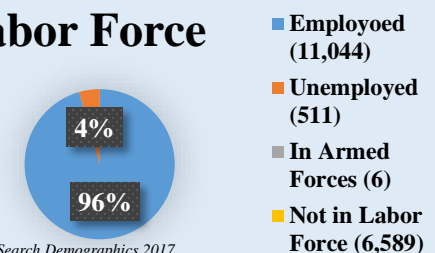
The soil and altitude creates the ideal climate for growing award winning wine grapes. According to Levelland EDC new grape vineyards are being planted each year in the rapidly expanding wine industry

Home of the South Plains College, which is the region's top two year college.

Levelland Industrial Rail Park is 243 acres and includes over 20,000 linear feet of concrete railroad ties and is centrally located for east and west shipments.



## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017



# Lubbock County

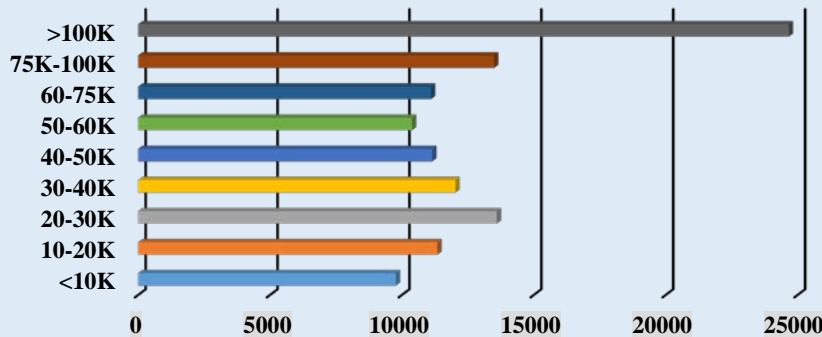
Population: 278,831



Picture Courtesy of Leonard G. Lane Jr; WWW.254TexasCourtHouses.Net

The city of Lubbock named after Thomas S. Lubbock a former Texas Ranger and Confederate officer, is located in northwest Texas. It is the center of economic activity for northwest Texas and nicknamed the Hub city because of its centered location. Lubbock is a continually growing city that focuses its efforts on the vast agricultural industry and manufacturing facilities. With Lubbock being the largest city in the region and West Texas, many visitors from outside and within the region are attracted to the city for various shopping needs.

## <sup>1</sup> Household Income Distribution



**Median Household Income \$49,136**

**Median Property Value \$134,900**

**Median Age 30.6 years**

**Poverty Rate: 19.5%**

Source Datausa.io

### Lubbock Economic Development Association

Economic Development of the city of Lubbock is conducted by the Lubbock Economic Development Alliance whose mission is to “promote economic growth by creating high-quality jobs, investing in new capital improvements and improving Lubbock’s quality of life”. LEDA partners with various corporations and individuals across the region, state and nation to accomplish its mission.

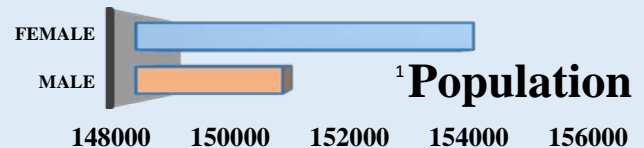
LEDA is a Texas non-profit, tax-exempt economic development corporation.

Contact information

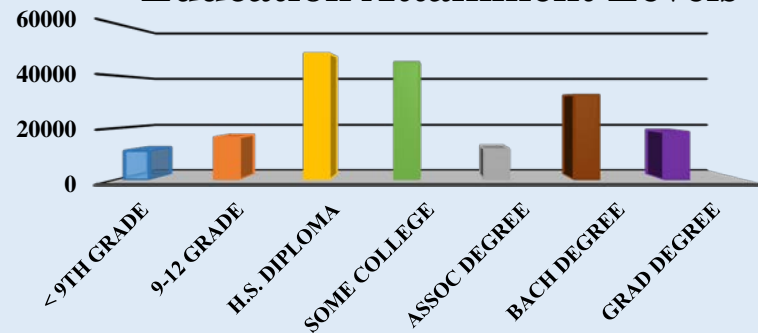
Lubbock Economic Development Alliance

1500 Broadway, Sixth Floor Lubbock, TX 79401

Lubbockeda.org



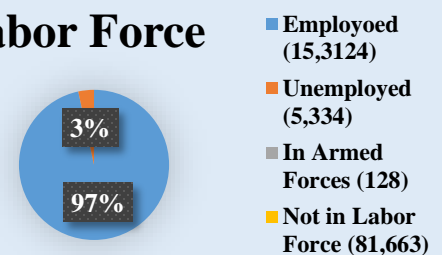
## <sup>1</sup> Education Attainment Levels



## <sup>1</sup> Age Distribution



## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

# Crosby County

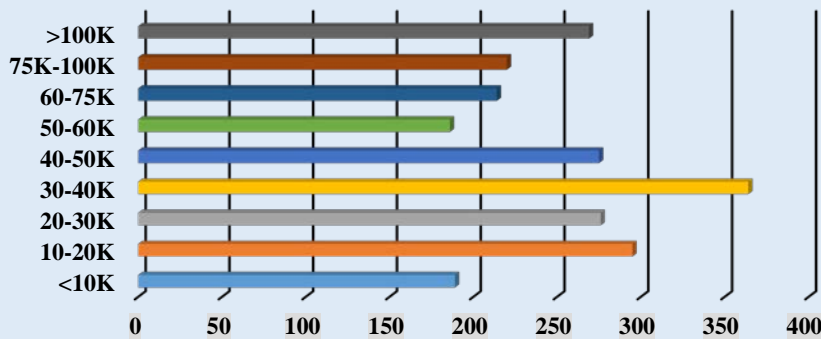
Population: 6,059



Picture Courtesy of Leonard G. Lane Jr; WWW.254TexasCourtHouses.Net

Crosby County, located on the eastern border of Lubbock County, is named after Stephen Crosby a Texas land commissioner during the mid-nineteenth century. The economy of the county agriculture based and consists of cotton, cattle, sorghum crating a market value of \$71.6 million. Crosbyton which is the county seat and the most populous city in the county, sees majority of its activity in its agribusiness center, hospital care, the Pioneer Museum, the Prairie Ladies Multi-Cultural Center and the annual Cowboy Gathering in October.

## <sup>1</sup>Household Income Distribution



**Median Household Income \$39,026**

**Median Property Value \$56,100**

**Median Age 38.7 years**

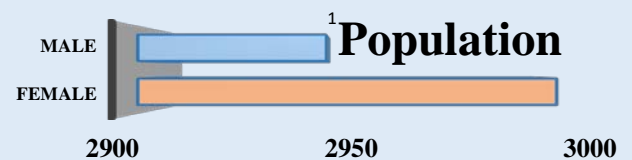
Source Datausa.io

**Poverty Rate: 20%**

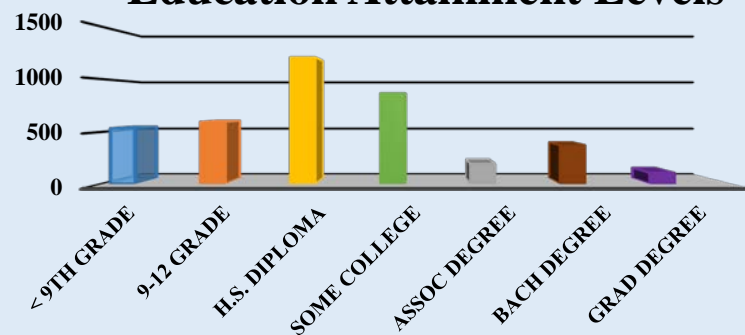
### Community Technology and Economic Development Center

Economic Development activities in Crosby County is stimulated by The Crosbyton Community Technology and Economic Development Center located;  
204 West Aspen St  
Crosbyton, TX 79322

As a result of a USDA Rural Business Opportunity Grant and a revolving loan fund the center was created. The center houses various programs such as GED classes, youth entrepreneurship training and the Christian Women's Job Corps of Crosby County. The center encourages economic development by offering loans through the Microenterprise Loan program and by encouraging educational opportunities and job training. More information on the center can be found at;  
[www.cityofcrosbyton.org](http://www.cityofcrosbyton.org)



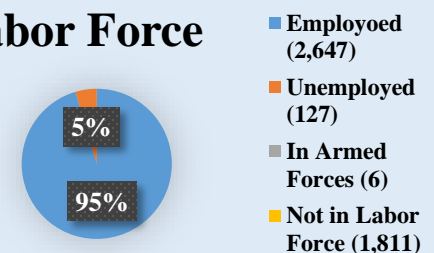
## <sup>1</sup>Education Attainment Levels



## <sup>1</sup>Age Distribution



## <sup>1</sup>Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

# Dickens County

Population: 2,444

Picture Courtesy of Leonard G. Lane Jr  
WWW.254TexasCourtHouses.Net



Dickens County, named after J. Dickens who died at the Alamo, is located east of Crosby County. The vast farmlands of the county produces approximately \$21.5 million worth of goods annually. The goods consist primarily of beef cattle, horses, cotton, wheat, and sorghum. The county also has a Texas A&M AgriLife Extension Education, which is a research center that aids in progressing the agricultural economics.

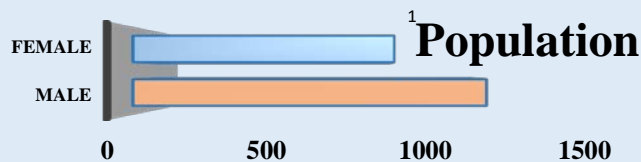
**Median Household Income \$41,118**

**Median Property Value \$50,700**

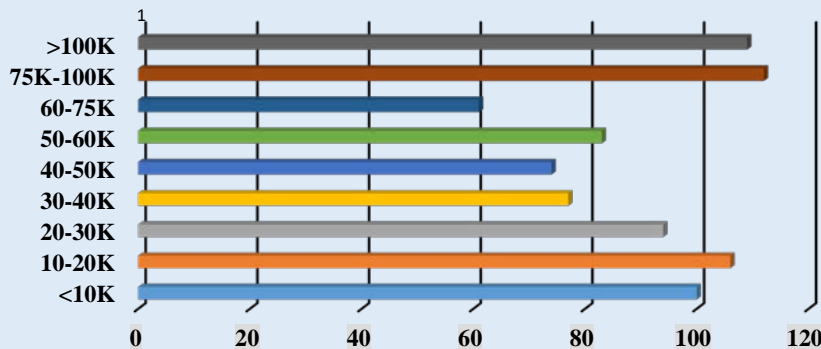
**Media Age 42.8 years**

**Poverty Rate: 19%**

Source Datausa.io



## Household Income Distribution



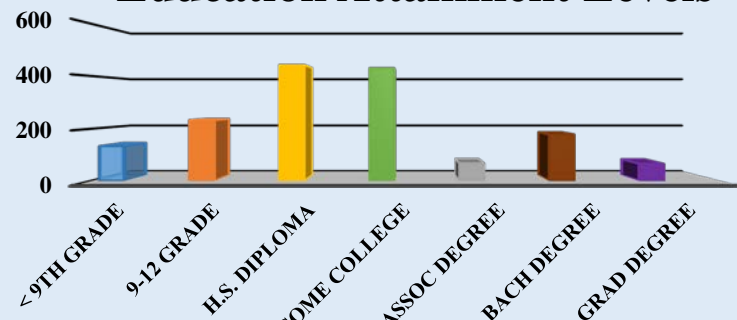
## Texas A&M AgriLife Extension Education in Dickens County

Established in 1910 the extension was set to be an agricultural experiment station on land donated by the Spur Ranch. The extension contributes vitally to the water and soil conservation efforts of the county as well as brush control, range management and livestock production.

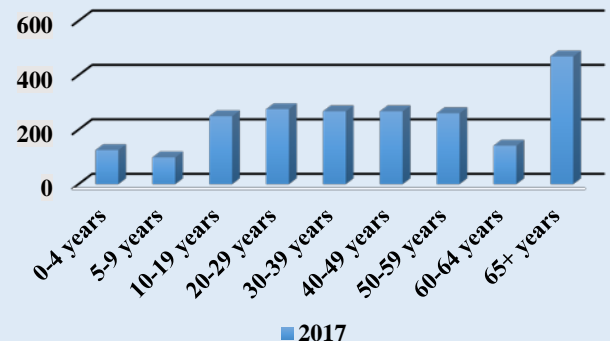
## MISSION STATEMENT

The Texas Cooperative Extension- Dickens County deals in expert, reliable, current information about hundreds of subjects and issues in the broad categories of nutrition and family and consumer sciences, community development, agriculture, horticulture, natural resources, and 4-H and youth development.

## Education Attainment Levels

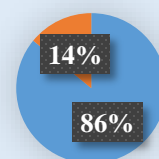


## Age Distribution



■ 2017

## Labor Force



■ Employed (775)  
■ Unemployed (49)  
■ In Armed Forces (0)  
■ Not in Labor Force (973)

<sup>1</sup> Texas Site Search Demographics 2017



# King County

Population: 286



King County, named after William Philip King a volunteer who died at the Battle of the Alamo, is centrally located between Lubbock, TX and Wichita, TX. With a population of 286, King County is made up of a large ranching community. The community includes recreational activities such as 6666 Ranch, hunting, roping and ranch horse competitions.

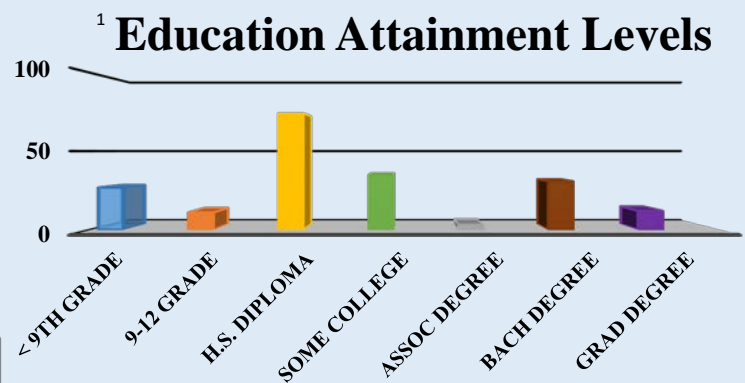
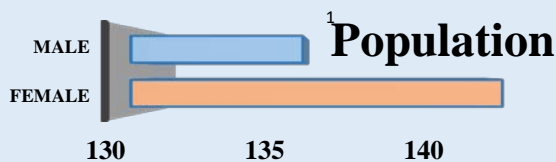
**Median Household Income \$57,083**

**Median Property Value \$72,200**

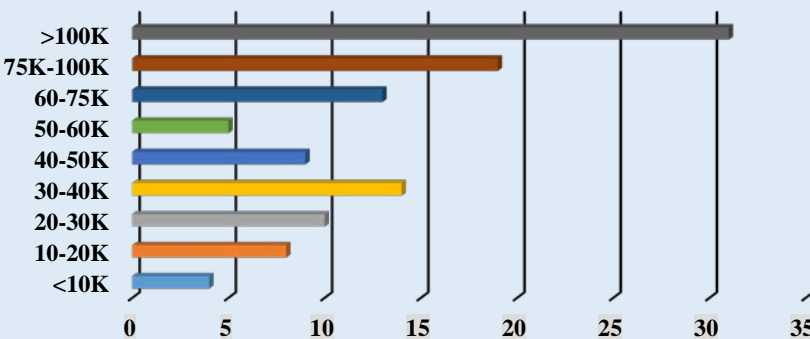
**Media Age 39.8 years**

Source Datausa.io

**Poverty Rate: 3.28%**



## Household Income Distribution



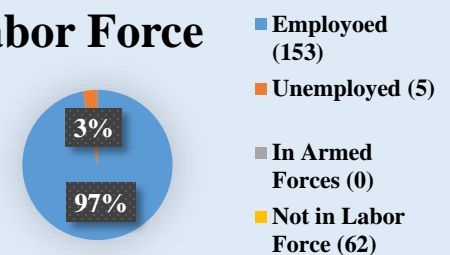
## Age Distribution



## Kings County Economic Activity

King County's economic activity consists of oil and gas, ranching and profits from recreational activities, such as hunting licenses. The Agriculture component of the economy consists of cattle, horses, wheat, hay and cotton production to make up a \$6.6 million market value. The county seat, Guthrie, is known for its ranch-supply center, government services, community center complex, library and Thanksgiving community supper that it brings to the county's community.

## Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

# Yoakum County

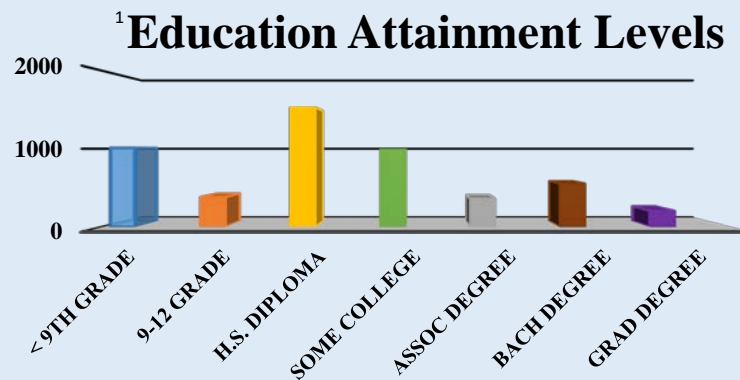
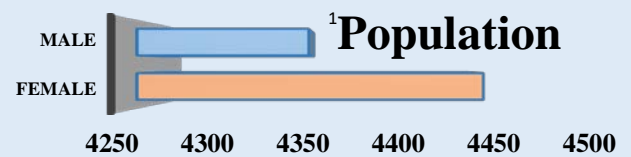
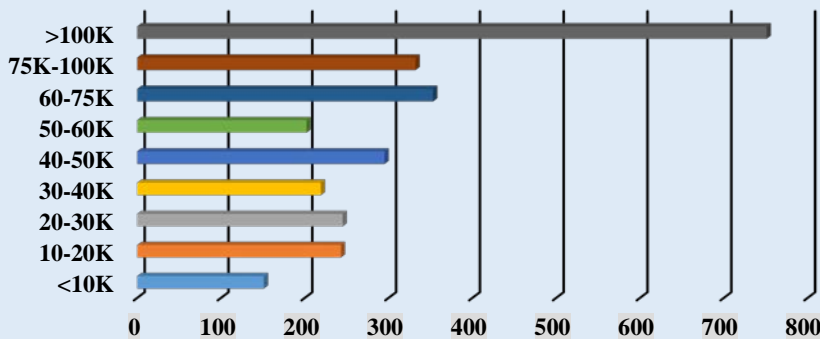
Population: 7,879



Picture Courtesy of Leonard G. Lane Jr; WWW.254TexasCourtHouses.Net

Yoakum County, located south of Cochran County and to west of the Texas/New Mexico state borderline, was named after Henderson King Yoakum a pioneer historian. The economy of Yoakum County consists of primarily oil, gas and agriculture. From the years of 1977 to 1980, Yoakum County was the top oil producing county in the United States, totaling 889.9 million in oil and gas value. The agriculture consists of cotton, peanuts, sorghum, wheat, watermelons and cattle. The agriculture maker value equates to approximately \$80 million and encompasses approximately 90,000 acres of irrigation. The 799.7 square mile county is composed of level terrain that aids in the 200 day average growing season.

## <sup>1</sup> Household Income Distribution



**Median Household Income \$56,655**    **Poverty Rate: 12%**

**Median Property Value \$81,000**    **Median Age 33.6 years**  
Source Datausa.io

### Denver City Economic Development Corporation

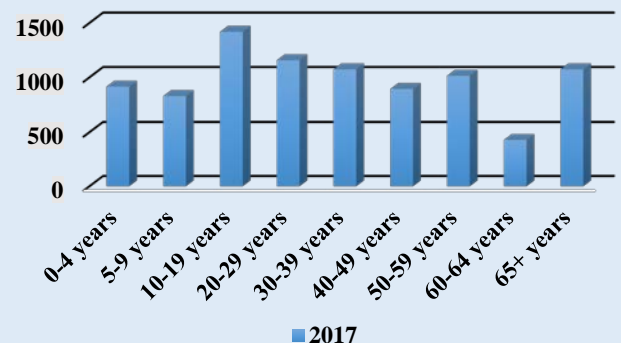
Denver City is the most populous city in Yoakum County with a population of 4,842. The Denver City Economic Development Corporation drives economic activity that stimulates the county.

According to the DCEDC Denver City is the center of the world's largest CO<sub>2</sub> project. The project consists of three plants built and operated since the middle of the 1980's by Shell, Amoco, and Arco Oil Companies.

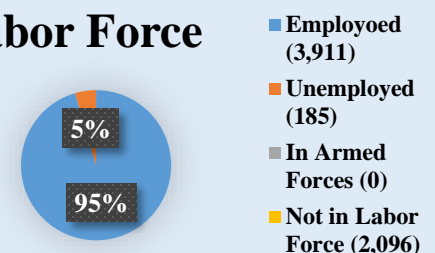
DCEDC continues to aid in the development of an agricultural economy for producing cotton, maize, peanuts, watermelons and vegetables.

<http://denvercityedc.org>

## <sup>1</sup> Age Distribution



## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

# Terry County

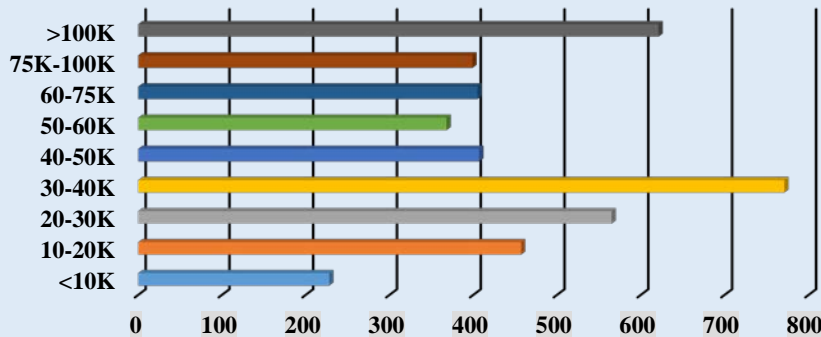
Population: 12,651



Terry County was named after Col. Benjamin Franklin Terry, who commanded the 8<sup>th</sup> Texas Cavalry division in the Civil War. The county is known for its vast land utilized for cotton irrigation. Cotton makes up 90 percent of the county's agricultural profits, which equates to approximately \$63 million. Terry County's economy also consists of oil field services and other agribusiness, such as peanuts, sorghum, guar, wheat, melons, cucumbers and sesame.

The City of Brownfield is the county seat and has an economy that thrives in oil field services, wind energy, agribusiness, minerals peanut processing, hospital services and prison services.

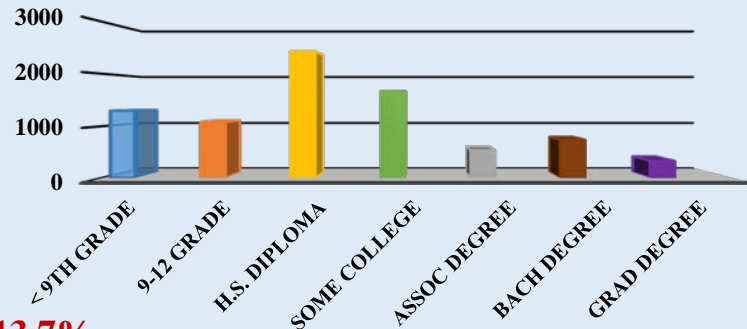
## <sup>1</sup> Household Income Distribution



## <sup>1</sup> Population



## <sup>1</sup> Education Attainment Levels



**Median Household Income \$40,407** **Poverty Rate: 13.7%**

**Median Property Value \$65,900** **Median Age 34.3 years**

Source Datausa.io

Terry County has a Texas A&M AgriLife Extension Education center as well as an industrial development corporation located in the City of Brownfield

### Brownfield Industrial Development Corporation

BIDCorp has given top priority to attracting and supporting enterprises which will result in job creation and retention of primary jobs. This will result in "new dollars" being brought into the Brownfield area economy.

The top priority areas for BIDCorp are as follows;

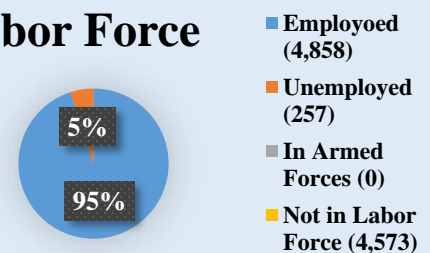
Agriculture	Regional Wholesale
Oil and Gas	Regional Wholesale
Industrial	Service (supporting businesses)
Distribution	Technology Firms

## <sup>1</sup> Age Distribution



■ 2017

## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017



# Lynn County

Population: 5,915

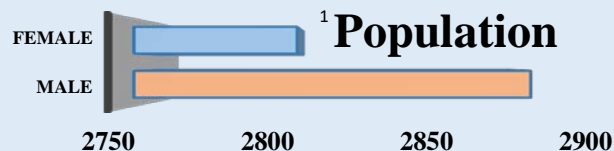
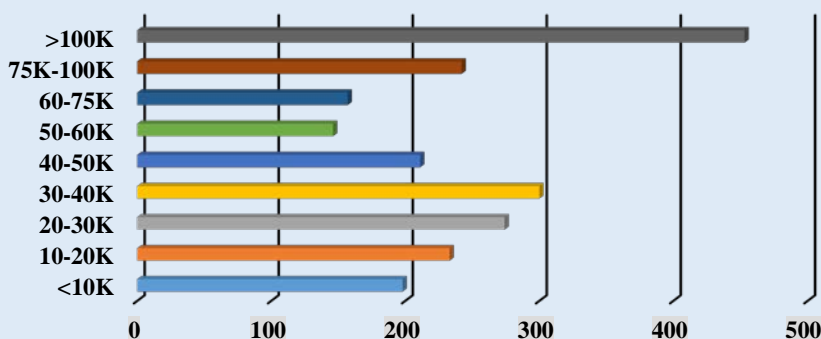


Picture Courtesy of Leonard G. Lane Jr.; WWW.254TexasCourtHouses.Net

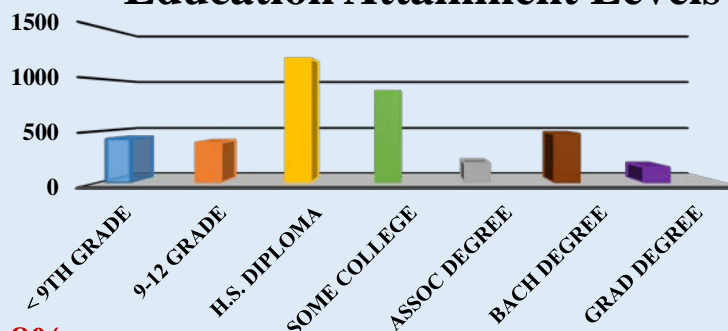
Located in the High Plains of the South Plains, Lynn County, lies west of the Caprock escarpment. The county is located south of Lubbock, TX and between Terry and Garza County with a ranging rise above sea level at 2,650 to 3,300feet. Lynn County was original occupied by members of the Apache tribe. The county was named after W. Lynn who was a victim of the Alamo, according to Texas Almanac 2018-2019. The county consists of recreational activities which includes but is not limited to the Tahoka Pioneer museum, the Dan Blocker museum in O'Donnell and the Sandhill Crane migration that happens in the winter.

Source Texas State historical Association

## <sup>1</sup> Household Income Distribution



## <sup>1</sup> Education Attainment Levels



**Median Household Income \$40,722**    **Poverty Rate: 19.8%**

**Median Property Value \$70,600**    **Median Age 37.2 years**

Source Datausa.io

### Lynn County Economics

#### Economy- Agriculture

Majority of the income is attributed to cotton production with 72,000 acres of irrigation. Following cotton is ranching and sorghum production with a total economy market value of \$67.6 million.

#### Minerals- Oil and Natural Gas

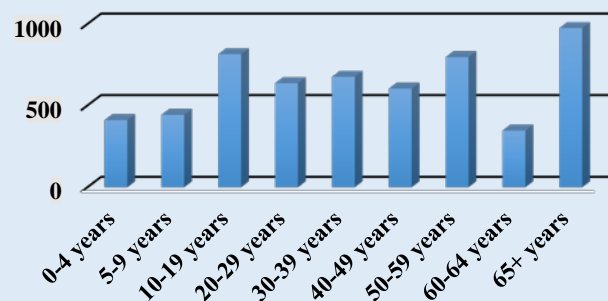
The 2012 Census report shows Lynn County as having the following:

Number of Farms 455

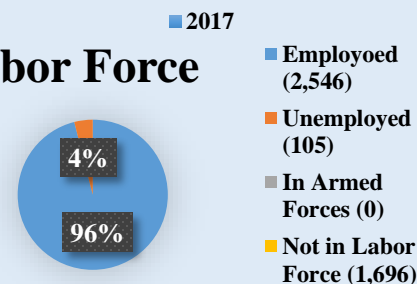
Crop Sales \$65,765,000

Live Stock Sales \$1,831,000

## <sup>1</sup> Age Distribution



## <sup>1</sup> Labor Force



<sup>1</sup> Texas Site Search Demographics 2017

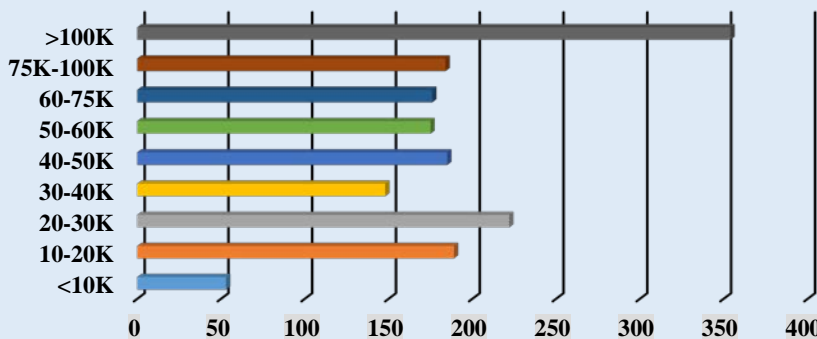
# Garza County

Population: 6,461



The most populous city in Garza County is Post, TX. With an estimated population of 6,461, Post, Texas was founded in 1907 by cereal magnate Charles William Post, in what he hoped to be truly a "dream city". The city is located 3 miles below the Caprock escarpment, 40 miles Southeast of Lubbock and centered on Highway 84. Known as "The Gateway" to the West Texas the city entails buildings constructed from 1907 and 1937 creating a historic scenic view for passing tourist. Currently the city offers recreational activities such as the three-day Post Stampede Rodeo, various scenic sites that are true to the Old West Texas, recreational parks and the newly revived Old Mil Trade Days. As a city that has its vibrant past restored and on display, the city would like to increase its economic activity while remaining true to its historic West Texas nature.

## <sup>1</sup>Household Income Distribution



**Median Household Income \$52,708**    **Poverty Rate: 13.4%**

**Median Property Value \$83,300**    **Median Age 37.9 years**

Source Datausa.io

According to the SWOT analysis conducted on Post Texas the goals for the city and county are listed below.

**Retain Talent in the Region.** The region sees a lot of its talent relocate in other cities once they acquire skillsets from the local universities. The region would like to innovate ways to retain and enhance its talent pool.

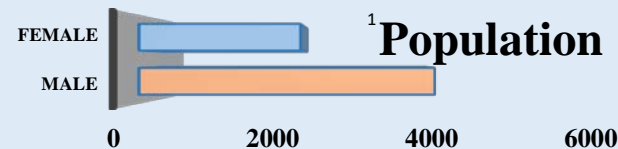
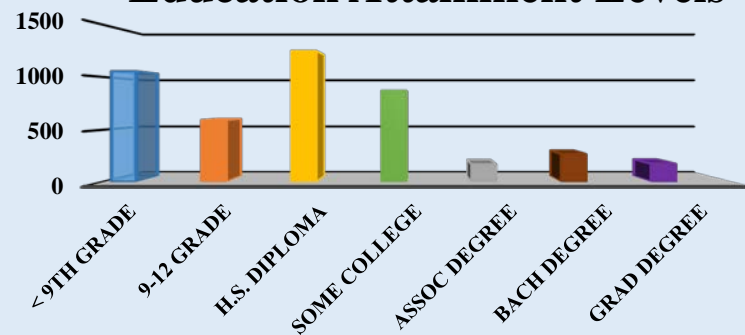
**Recruit business that can benefit from the Traffic Flow.** According to Texas Department of Transportation, the city of Post was accredited with a traffic flow of approximately 20,000 nonresidential cars a day. The region has potential to utilize this daily traffic flow in the form of retail sales, grocery and gasoline sales as well as tourism overall.

**Increase the quality of the workforce.** With the access the local universities in the panhandle, the region would like to further educate its workforce.

**Increase the quality of living.** With 68% of the total dwellings being home owners the region can benefit from the additions of a restaurant, retail and amusement attractions.

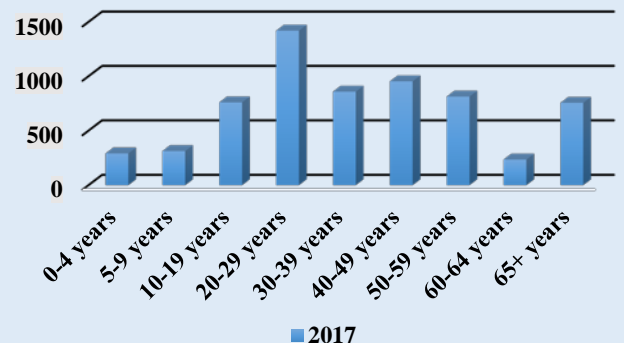
**Diversify the economy.** Diversifying the economy in order to decrease dependency on the oil, cotton and agriculture industries. This will allow the economy to not become effected by large downfalls with the wavering nature of the industries.

## <sup>1</sup>Education Attainment Levels



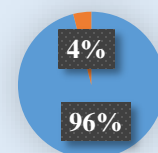
## <sup>1</sup>Population

## <sup>1</sup>Age Distribution



■ 2017

## <sup>1</sup>Labor Force



■ Employed (1,955)  
 ■ Unemployed (81)  
 ■ In Armed Forces (0)  
 ■ Not in Labor Force (3,410)

<sup>1</sup> Texas Site Search Demographics 2017



## References

The data utilized in the 2017-2018 CEDS are a culmination of historical data and statistics from various websites, as well as in person interviews with county stakeholders. The county profiles are to be furthered progressively and continually improving with county economic development interactions.

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# South Plains Economic Development District



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