



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	December 2, 2025
ITEM TITLE:	Consider and take appropriate action on Lubbock Chamber of Commerce Luncheon recap.
STAFF INITIATOR:	Danielle Sweat-Executive Director

BACKGROUND:

In 2025 our Economic Development Corporation (EDC) sponsored (or co-sponsored) four major Chamber events:

The Community Prayer Luncheon (\$2000)

The State of the Texas Tech University System luncheon. (\$2000)

The Harvest Luncheon (\$1500)

The CELEBRATE: Annual Meeting & Awards luncheon. (\$1500)

What worked well

- These events offer visibility for the EDC in distinct but complementary forums: civic/values (Prayer Luncheon), academic/educational (State of TTU), agriculture (Harvest), and broad business community recognition (Annual Meeting).
- Sponsorship gives us access to networking with key stakeholders—business leaders, educational institutions, civic leaders—which aligns with our mission.
- The repeat nature (annual) of these events creates consistency and brand association for the EDC in the local community.

Areas to reflect on / learnings

- We should consider the ROI (visibility + relationship building vs cost/time) of each event. Are some delivering more value than others?
- Timing matters: the scheduling, audience, and theme should align with our strategic priorities
- Sponsorship level and activation: Did we engage beyond simply being a sponsor
- Audience overlap vs distinct reach: Some events may reach the same people; diversification may bring new contacts / sectors.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: