

**LUBBOCK REESE REDEVELOPMENT AUTHORITY (LRRRA)
MEETING AGENDA OF THE BOARD OF DIRECTORS**


*Pursuant to the Executive Orders of Governor Abbott, and other authority provided by the Texas Attorney General, the Board of Directors will convene in-person and via video and/or teleconference.
You may join the meeting by video here: <https://us02web.zoom.us/j/84084955971> or dial in using this telephone number (346) 248-7799.*

Date: Friday, November 20, 2020

Time: 8:00 a.m.

Place: Reese Technology Center, LRRRA Reese Room, 9801 Reese Blvd, Suite 106, Lubbock, TX 79416

AGENDA ITEMS	TAB	SPEAKER
Call the Meeting to Order		Joe Rapier
1. Citizen Comments - Any citizen wishing to appear before a regular meeting of the Lubbock Reese Redevelopment Authority Board of Directors, regarding any matter posted on the Board Agenda, shall complete the sign-up form provided at the meeting, no later than 7:45 a.m.	TAB 1	Joe Rapier
2. a. Hold an Executive Session, in accordance with V.T.C.A. Government Code, Section 551.072, regarding certain matters concerning real property. Discussions regarding interest in the lease, sale, or value of buildings and property. b. Hold an Executive Session, in accordance with V.T.C.A. Government Code, Section 551.074(a), Deliberations Regarding Personnel Matters: <ul style="list-style-type: none"> • Executive Director • Manager of Business Development • Manager of Accounting • Manager of Operations • Operations Lead • Service Technician • Service Technician • Administrative Coordinator • Administrative Assistant • Board of Directors c. Hold an Executive Session, in accordance with V.T.C.A. Government Code, Section 551.071, Consultation with Attorney.	TAB 2	John Tye Murvat Musa Don Provost Joe Rapier Murvat Musa Darrell Guthrie
3. Action Item – Consider the Minutes of the November 4, 2020 Executive Committee/Compensation Committee Meeting and the November 6, 2020 Board of Directors Meeting.	TAB 3	Joe Rapier

4. Action Item – Consider Compensation Committee Recommendations for: a. Employee Raises/Bonuses b. ED Incentive Pay and Bonus	TAB 4	Joe Rapier
5. Action Item – Consider Compensation Committee Recommendations for: a. FY21 MBD Incentive Pay Plan b. FY21 Employee Bonus Plan c. FY21 ED Incentive Pay and Bonus Plan	TAB 5	Joe Rapier
6. Discussion Item – Financial Reports and Make Ready Cost Reporting	TAB 6	Sandy Hamilton
7. Discussion Item – Marketing Report	TAB 7	Don Provost
8. Discussion Item – Reese Events & Activities	TAB 8	Murvat Musa
Adjourn the Meeting		Joe Rapier
<p>Lubbock Reese Redevelopment Authority (LRRRA) will post this meeting agenda on its front doors and on its website at http://www.reesetechnologycenter.com/agendas/ by 8:00 a.m., Monday, November 16, 2020.</p> <p>by: <u></u> Lacy Elliott, Administrative Coordinator</p> <p>The LRRRA Board meetings are available to all persons regardless of disability. To notify the LRRRA of your attendance or if you require special assistance, please contact them at (806) 885-6592 or write Reese Technology Center, 9801 Reese Blvd., Suite 200, Lubbock, Texas 79416 at least 48 hours in advance of the meeting.</p>		

ITEM 1

Citizen Comments

**Information
To Be Provided at the
Board Meeting
(if applicable)**

**LUBBOCK REESE REDEVELOPMENT AUTHORITY
COMPENSATION COMMITTEE MEETING MINUTES
November 4, 2020**

The Lubbock Reese Redevelopment Authority held a meeting of the Compensation Committee of the Board of Directors at 2:00 p.m. on Wednesday, November 4, 2020 at Peoples Bank, 5820 82nd Street, Lubbock, TX 79424.

These are the minutes of the Compensation Committee of the Board of Directors of the Lubbock Reese Redevelopment Authority, a State of Texas Political Subdivision.

Members Present: Todd McKee Joe Rapier Steve Verett, by telephone

Members Absent: None

Others Present

Reese Staff: Murvat Musa

Legal Counsel: None

Others: None

Call the meeting to order

Todd McKee called the meeting to order at 2:36 p.m.

Todd McKee called the Executive Session to order at 2:36 p.m.

1. A. Hold an Executive Session, in accordance with V.T.C.A. Government Code, Section 551.074(a), Deliberations Regarding Personnel Matters:
 - a. Executive Director
 - b. Manager of Business Development
 - c. Manager of Accounting
 - d. Manager of Operations
 - e. Operations Lead
 - f. Service Technician
 - g. Service Technician
 - h. Administrative Coordinator
 - i. Administrative Assistant

No action was taken in Executive Session.

Todd McKee adjourned the Executive Session and the meeting at 3:55 p.m.

Content of minutes agreed to and approved by:

Approved by _____
Todd McKee, Compensation Committee Chairman

ATTEST:

LRRRA Compensation Committee Member

Lubbock Reese Redevelopment Authority

Board Meeting Minutes

November 6, 2020

The Lubbock Reese Redevelopment Authority held a regular meeting at 7:30 a.m. Friday, November 6, 2020 at the Lubbock Reese Redevelopment Authority Board Room, 9801 Reese Boulevard, Suite 106, Lubbock, TX 79416.

These are the minutes of the Board of Directors of the Lubbock Reese Redevelopment Authority, a State of Texas Political Subdivision.

MEMBERS PRESENT: Joe Rapier Todd McKee Tim Pierce
 John Tye Dewayne Askins
 Steve Verett by video conference

MEMBERS ABSENT: None

OTHERS PRESENT:
 Reese Staff: Murvat Musa-Executive Director, Don Provost-Manager of Business Development, Sandy Hamilton-Manager of Accounting, Chris Evans-Manager of Operations, Lacy Elliott-Administrative Coordinator, and Cecilia Davila-Administrative Assistant

 Legal Counsel: Darrell Guthrie, by video conference

 Others: Mitchel Burt, KBR

Call the meeting to order

Joe Rapier called the meeting to order at 8:00 a.m.

ITEM 1 Citizen Comments – Joe Rapier called for any citizen comments. There were none.

ITEM 2 Hold an Executive Session. Joe Rapier called the Executive Session to order at 8:02 a.m.

- a. Hold an Executive Session, in accordance with V.T.C.A. Government Code, Section 551.072, regarding certain matters concerning real property. Discussions regarding interest in the lease, sale, or value of buildings and property.
- b. Hold an Executive Session, in accordance with V.T.C.A. Government Code, Section 551.074(a), Deliberations Regarding Personnel Matters.

Executive Director
Manager of Business Development
Manager of Accounting
Manager of Operations
Operations Lead
Service Technician
Service Technician
Administrative Coordinator
Administrative Assistant
Board of Directors

No action was taken in the Executive Session.

Reconvene the Board of Directors Meeting

Joe Rapier adjourned the Executive Session and reconvened Open Session at 8:26 a.m.

- ITEM 3** **Consider the Minutes of the September 23, 2020 Board of Directors Meeting.**
Action Item – Todd McKee moved to approve the minutes and John Tye seconded. The minutes were approved 6-0.
- ITEM 4** **Consider Tim Collins for Board Appointment to Replace Unexpired Term of Becky Poster**
Action Item – Tim Pierce moved to recommend Tim Collins for Board Appointment pending approval from the City of Lubbock; Todd McKee seconded. The motion passed 6-0.
- ITEM 5** **Consider Election of LRRRA Officers for Fiscal Year 2021 and Board Committee Assignments.** **Action Item** – Tim Pierce moved to approve the following as officers for the FY2021 LRRRA Board of Directors:
President: Joe Rapier
Vice-President: Steve Verett
Secretary/Treasurer: Todd McKee
Dewayne Askins seconded. The motion passed 6-0. Board Committee Assignments will be assigned at a later date.
- ITEM 6** **Consider Amendment to EduCare Community Living Corporation Lease to Change Renewal Options.** **Action Item** Todd McKee moved to approve Amendment to EduCare Community Living Corporation Lease to change renewal options; John Tye seconded. The motion passed 6-0.
- ITEM 7** **Consider Lease for Premier Lubbock Sportsplex, LLC for B210.** **Action Item** – Tim Pierce moved to authorize Board president to approve the lease for Premier Lubbock Sportsplex,

LLC for Building 210, subject to negotiation of final terms and conditions; Dewayne Askins seconded. The motion passed 6-0.

- ITEM 8** **Financial Reports and Make Ready Cost Reporting.** **Discussion Item** - No action required. Sandra Hamilton presented financial reports for September and relevant make ready costs to the Board.
- ITEM 9** **Marketing Report.** **Discussion Item** – No action required. Don Provost presented the report to the Board.
- ITEM 10** **Reese Events and Activities.** **Discussion Item** – No action required. Murvat Musa presented upcoming events to the Board.

Adjourn the meeting. Joe Rapier adjourned the meeting at 9:07 a.m.

Content of minutes agreed to and approved by:

Approved by _____
Joseph R. Rapier, President

ATTEST:

LRRRA Board Member

AGENDA ITEM 4
COMPENSATION COMMITTEE RECOMMENDATIONS
FY2020 EMPLOYEE RAISES/BONUSES

Staff is requesting Board approval for FY2020 employee raises/bonuses (details will be handed out at the meeting) as recommended by the Compensation Committee.

BOARD ACTION ITEM No. 2020-1120-071

**BOARD OF DIRECTORS
LUBBOCK REESE REDEVELOPMENT AUTHORITY
November 20, 2020**

Item to be Considered:

Approval of the Compensation Committee Recommendation for Employee Raises/Bonuses and ED Incentive Pay & Bonus

Previous Board Action:

- a. The Board of Directors regularly approves changes in employee compensation and benefits.

Statement of Pertinent Facts:

- a. The Compensation Committee has made the following recommendation:

See attached Recommendation for Employee Bonuses/Raises and ED Incentive Pay and Bonus for FY 2020

Advice, Opinions, Recommendations, and Motion:

If the Board of Directors concurs, the following motion is in order:

“Resolved, that the Board of Directors of the Lubbock Reese Redevelopment Authority hereby approves the Compensation Committee recommendations for employee raises/bonuses and ED incentive pay and bonus, attached, as submitted, on this 20th day of November 2020.”

Joseph R. Rapier, President

ATTEST:

LRRA Board Member

AGENDA ITEM 5
COMPENSATION COMMITTEE RECOMMENDATION
FY2021 MBD INCENTIVE PAY PLAN, EMPLOYEE BONUS PLAN, AND EXECUTIVE
DIRECTOR INCENTIVE PAY AND BONUS PLAN

Staff is requesting board approval for the FY2021 MBD Incentive Pay Plan, Employee Bonus Plan, and Executive Director Incentive Pay and Bonus Plan as commended by the Compensation Committee. The plans, which are the same as the FY2020 plans, are attached for your review.

Incentive Plan FY2021

Manager of Business Development – Proposed

Annual FY Maximum Incentive Pay \$60,000

The MBD will earn Incentive Pay based on Qualifying Incentive Revenue (QIR) as calculated and described below. The maximum amount of Incentive Pay that will be paid out in a single fiscal year is \$60,000.

Qualifying Incentive Revenue is defined as:

1. Revenue from renewals of existing customers after all renewal options in the current lease have been exhausted – 3% will be paid out as incentive for this type of revenue.
2. Revenue from a lease for existing customers that adds new square footage – 5% will be paid out as incentive for this type of revenue.
3. Revenue from a new customer – 8% will be paid out as incentive for this type of revenue.

Non- Qualifying Incentive Revenue is defined as:

1. Lease revenue for co-location space does not qualify.
2. Revenue from Right of Usage/Right of Entry Agreements does not qualify.

Other:

- Customer renewals that are part of the original existing lease are not eligible as QIR.
- Leases that are assigned or transferred to another customer, do not qualify as QIR.
- That portion of a lease payment that contains a capital expenditure reimbursement to Reese or a pass through payment to another entity, does not qualify as QIR.
- Claw Back Provision: if after incentive pay has been made to the MBD a tenant defaults on their lease, a prorated portion of the incentive pay will be reimbursed to Reese via a credit that must be met prior to any other incentive pay paid to the MBD. If the MBD resigns from Reese and owes any defaulted incentive pay to Reese, that amount must be repaid and may be withheld from the last paycheck.
- The incentive pay will be made to the MBD at the last pay period of each quarter (December, March, June, and September), if earned, following the lease approval and signature by both the tenant and Reese.
- This Incentive Plan will be administered on a fiscal year basis (October 1 – September 30), will be reviewed annually, and is subject to change.

In FY2020, the MBD was paid \$7,559.70 in incentive pay.

FY 2021 Employee Bonus Plan - Proposed

LRRA has two ways to reward and retain employees for their performance. One is through a merit increase and the other is through a bonus plan. A proposed FY 2021 Employee Bonus Plan is outlined below.

Bonuses will be determined and paid to the employee by December 1, 2021. The Executive Director and Manager of Business Development do not participate in this plan since there is a plan specifically for those positions.

An employee may be eligible for a Bonus after two tests are met: The Organization Eligibility Test and the Individual Eligibility Test.

- The Organization Eligibility Test – this test is needed to determine whether any bonus pay will be available to employees.
 - An NOI of 90% of previous fiscal year.
 - A Customer Retention Rate of 90% of customers from previous fiscal year.
 - Customers that leave for reasons not related to customer service issues will not be included in the calculations.
- The Individual Eligibility Test - employees' bonus will be calculated based on their individual performance.
 - For an employee to be eligible for a bonus, they must either “exceed” or “meet” standards. The Performance Score Scale is 0 – 3. A score below 1.5 is not eligible for incentive pay, a score of 1.5 – 2.49 meets standards, and a score greater than or equal to 2.5 exceeds standards.
 - Notwithstanding an employee meeting the criteria above, and because a score does not always give a complete picture of an employee's performance, the Executive Director will have discretion in deciding who will and will not receive a bonus.
 - An employee may receive up to 100% of their base monthly salary (i.e. one month's salary) as a bonus. However, the Board may approve amounts greater than this. The amount will be recommended by the Executive Director.
 - An employees' base monthly salary is that base salary as of September 30.

The Executive Director will recommend the amount of bonus to the Compensation Committee for support of the recommendation, and the Board will have final approval.

The above plan will be reviewed annually and updated as needed and approved by the Board.

Executive Director – Incentive & Bonus Pay Plan FY2021 - Proposed

The Executive Director (ED) will receive Incentive and Bonus Pay as follows:

1. The ED will receive fifty percent (50%) of the amount earned by the Manager of Business Development (MBD). If the MBD is not employed for the entire fiscal year, revenue earned because of the sole activity of the ED will also earn 50% of what the MBD would have earned.
2. The ED will be evaluated and rewarded for her efforts on the top priorities of the Board.
3. In addition, the ED will be evaluated on any other areas where the ED has exceeded the duties of her job or made an exceptional positive impact on the organization or customers. The Compensation Committee will evaluate and recommend to the Board a bonus amount commensurate with those efforts. This annual review will take place in November.
4. All approved incentive and bonus pay will be paid to the ED on December 1, 2021.

Executive Director FY2021 Goals

1. Create a comprehensive buildings plan to be presented to Board.
2. Complete one or two sections of the Reese Operating Manual.
3. Concentrate efforts on business development.
4. Continue to explore and entertain land sale efforts.
5. Explore land reuse/redevelopment opportunities.

BOARD ACTION ITEM No. 2020-1120-072
BOARD OF DIRECTORS
LUBBOCK REESE REDEVELOPMENT AUTHORITY
November 20, 2020

Item to be Considered:

Approval of the Compensation Committee Recommendation for the FY2021 MBD Incentive Pay Plan, Employee Bonus Plan, and ED Incentive Pay and Bonus Plan.

Previous Board Action:

The Board regularly approves compensation plans and incentive and/or bonus pay plans.

Statement of Pertinent Facts:

- a. The terms of these plans are the same as the approved plans for FY2020.
- b. The Compensation Committee has reviewed and supports these plans.
- c. A copy of all three plans are attached.

Advice, Opinions, Recommendations, and Motion:

If the Board of Directors concurs, the following motion is in order:

“Resolved, that the Board of Directors of the Lubbock Reese Redevelopment Authority hereby approves the FY 2021 MBD Incentive Pay Plan, Employee Bonus Plan, and ED Incentive Pay and Bonus Plan, attached, as submitted, on this 20th day of November 2020.”

Joseph R. Rapier, President

ATTEST:

LRRA Board Member

CASH BALANCES - OCTOBER 31, 2020

	9/30/2020	10/31/2020	Change
General Fund Bank Accounts	\$ 3,262,278.00	\$ 3,173,380.00	\$ (88,898.00)
Fiber Optic Fund Checking	\$ -	\$ -	\$ -
Capital Maintenance - Designated	\$ 855,000.00	\$ 855,000.00	\$ -
Petty Cash	\$ 100.00	\$ 100.00	\$ -
Total Cash	\$ 4,117,378.00	\$ 4,028,480.00	\$ (88,898.00)
Accounts Receivable - G/F	\$ 207,622.00	\$ 201,074.00	\$ (6,548.00)
Accounts Receivable - F/O	\$ 20,376.00	\$ 6,203.00	\$ (14,173.00)
Total Accounts Receivable	\$ 227,998.00	\$ 207,277.00	\$ (20,721.00)
Total Cash & Accounts Receivable	\$ 4,345,376.00	\$ 4,235,757.00	\$ (109,619.00)

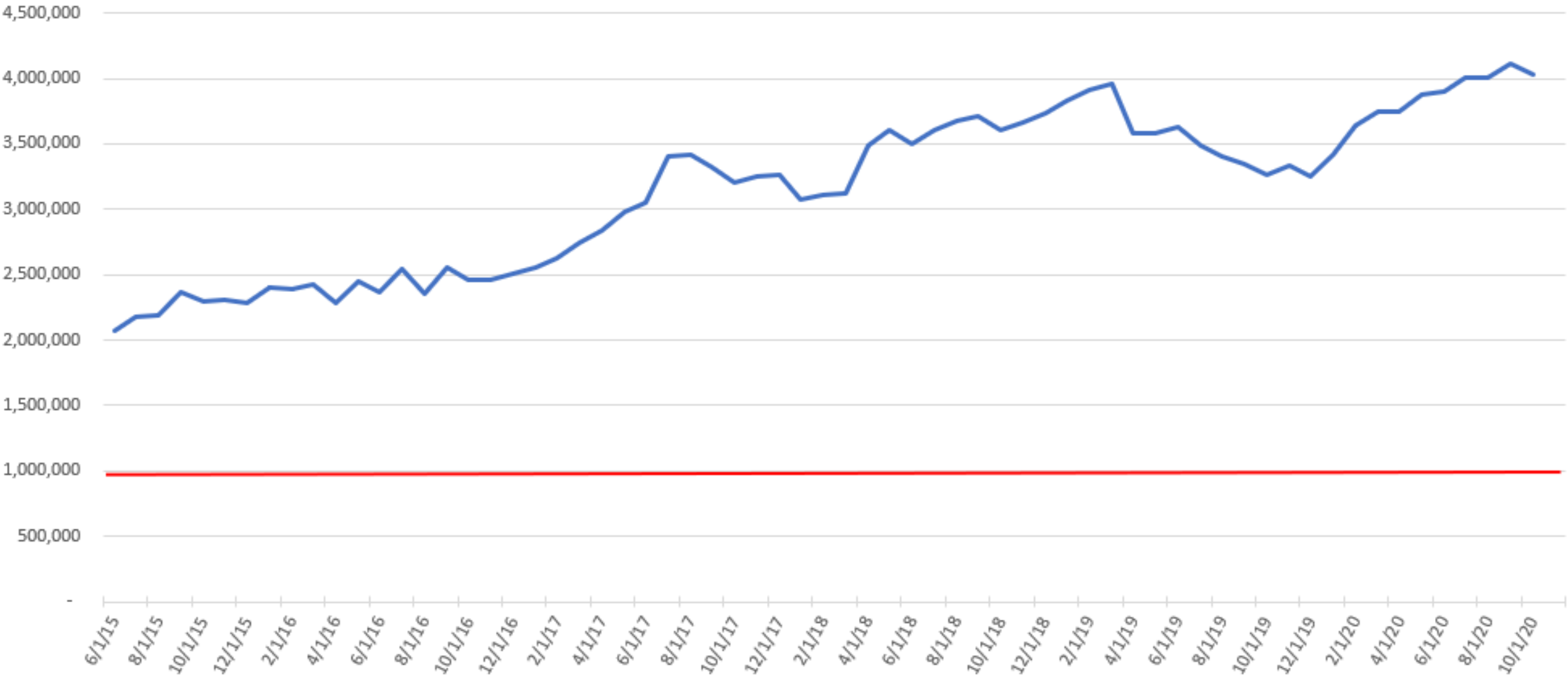
Aged Accounts Receivable as of 10/31/2020

CURRENT	1 - 30 Days - Invoices Dated 08/18/2020	31 - 60 Days - Invoices Dated 07/16/2019	61 > Days - Invoices Dated B4 07/16/2019	Over 90 Days	TOTAL
128,910.38	49,033.94	29,282.79	49.55	-	207,276.66

Aged Accounts Receivable as of 11/12/2020

76,857.38	29,014.42	2,869.61	49.55	-	108,790.96
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LRRA Available Cash
JUNE 2015 - OCTOBER 2020



FINANCIAL HIGHLIGHTS - OCTOBER 2020

DESCRIPTION	Month G/F	Month F/O	Month's Total	YTD	G/F	YTD	F/O	YTD Total
Operating Revenue	\$ 240,932	\$ 15,010	\$ 255,942	\$	240,932	\$	15,010	\$ 255,942
Other Revenue - Usage Fees	\$ 25,913	\$ 2,291	\$ 28,204	\$	25,913	\$	2,291	\$ 28,204
Total Revenue	\$ 266,845	\$ 17,301	\$ 284,146	\$	266,845	\$	17,301	\$ 284,146
Expenses	\$ 140,125	\$ 6,499	\$ 146,624	\$	140,125	\$	6,499	\$ 146,624
Net Income BPSID	\$ 126,720	\$ 10,802	\$ 137,522	\$	126,720	\$	10,802	\$ 137,522
Interest Income - Plus	\$ 849	\$ -	\$ 849	\$	849	\$	-	\$ 849
Depreciation - Less	\$ (45,445)	\$ (2,550)	\$ (47,995)	\$	(45,445)	\$	(2,550)	\$ (47,995)
Net Income	\$ 82,124	\$ 8,252	\$ 90,376	\$	82,124	\$	8,252	\$ 90,376

EXTRAORDINARY EXPENSES/CAPITAL EXPENSES & OTHER

NEW AIR HANDLERS FOR BLDG # 36	45,915.00	CAPITALIZED
TML PROPERTY, LIABILITY INSURANCE, & WORKERS COMP	185,400.18	PRE-PAID EXPENSE
EATON - 3 yr MAINTENANCE CONTRACT FOR UPS IN BLDG # 36	17,674.00	PRE-PAID EXPENSE
	\$ 248,989.18	

LUBBOCK REESE REDEVELOPMENT AUTHORITY

Balance Sheet
As of 10/31/2020

(In Whole Numbers)

	<u>General Fund</u>	<u>Fiber Optic Oper</u>	<u>Total</u>
ASSETS			
CASH	3,173,380	0	3,173,380
DESIGNATED-CAPITAL MAINT	610,000	0	610,000
WATER INFRASTRUCTURE RESERVE	245,000	0	245,000
INVESTMENTS	0	0	0
ACCOUNTS RECEIVABLE	201,074	6,203	207,277
ALLOWANCE FOR DOUBTFUL ACCOUNTS	0	0	0
INTERFUND TRANSFERS	0	0	0
NOTES RECEIVABLE	0	0	0
CONSTRUCTION IN PROGRESS	100,473	0	100,473
PROPERTY AND EQUIPMENT, NET	6,713,121	139,652	6,852,773
OTHER ASSETS	242,327	25,399	267,726
Total ASSETS	<u>11,285,374</u>	<u>171,254</u>	<u>11,456,628</u>
LIABILITIES			
ACCOUNTS PAYABLE	16,106	10,911	27,017
ACCRUED EXPENSES	20,578	0	20,578
DEFERRED REVENUE	256,105	15,541	271,646
NET PENSION LIABILITIES	8,337	0	8,337
NOTES PAYABLE	11,025	0	11,025
INTERFUND TRANSFERS	0	0	0
REFUNDABLE DEPOSITS	33,787	223	34,010
OTHER LIABILITIES	(12,179)	0	(12,179)
Total LIABILITIES	<u>333,759</u>	<u>26,675</u>	<u>360,434</u>
FUND EQUITY			
BEGINNING OF PERIOD	11,822,556	(816,739)	11,005,818
YEAR TO DATE EARNINGS	82,125	8,252	90,377
Total FUND EQUITY	<u>11,904,681</u>	<u>(808,487)</u>	<u>11,096,194</u>
TOTAL LIABILITY AND FUND BALANCE	<u>12,238,440</u>	<u>(781,812)</u>	<u>11,456,628</u>

LUBBOCK REESE REDEVELOPMENT AUTHORITY
 COMBINING STATEMENT OF REVENUES, EXPENSES AND CHANGES IN FUND EQUITY
 From 10/1/2019 Through 9/30/2020

(In Whole Numbers)

	<u>General Fund</u>	<u>Fiber Optic Fund</u>	<u>Total</u>
OPERATING REVENUES	3,119,532	217,252	3,336,783
OPERATING EXPENSES	2,444,158	195,568	2,639,726
OPERATING INCOME(LOSS)	<u>675,374</u>	<u>21,683</u>	<u>697,058</u>
NONOPERATING INTEREST INCOME	23,165	0	23,165
NET NONOPERATING REVENUES	23,165	0	23,165
INCREASE (DECREASE) IN FUND EQUITY	<u>698,539</u>	<u>21,683</u>	<u>720,222</u>
FUND EQUITY, BEGINNING	11,127,212	(839,222)	10,287,990
FUND EQUITY, ENDING	11,825,751	(817,538)	11,008,213

LUBBOCK REESE REDEVELOPMENT AUTHORITY

SUPPLEMENTAL SCHEDULE OF REVENUES

From 10/1/2020 Through 10/31/2020

(In Whole Numbers)

	<u>General Fund</u>	<u>Fiber Optic Fund</u>	<u>Total</u>
LEASES	169,888	0	169,888
USAGE FEES	25,913	2,291	28,204
PBT CAM FEES	60,024	0	60,024
FIBER OPTIC/WIRELESS INCOME	0	15,010	15,010
TOTAL OPERATING REVENUE	<u>255,825</u>	<u>17,301</u>	<u>273,126</u>
UTILITY FRANCHISE FEES	11,020	0	11,020
TOTAL REVENUES	<u>266,846</u>	<u>17,301</u>	<u>284,147</u>

LUBBOCK REESE REDEVELOPMENT AUTHORITY

Statement of Revenues and Expenditures

From 10/1/2020 Through 10/31/2020

(In Whole Numbers)

	General Fund	Fiber Optic Fund	Total
OPERATING EXPENSES			
SALARIES & TAXES	49,210	0	49,210
BENEFITS - HEALTH, RETIREMENT & WKR'S COMP	9,593	0	9,593
INSURANCE - PROPERTY & GENERAL LIABILITY	14,237	749	14,986
ADMINISTRATIVE EXPENSES	87	0	87
GENERAL OFFICE EXPENSES	3,631	314	3,945
ACCTG. & AUDITING SERVICES	110	0	110
COMPUTER SOFTWARE & MAINT.	0	3,741	3,741
INTERNET	0	1,695	1,695
LEGAL SERVICES	1,404	0	1,404
NETWORK MAINTENANCE CONTRACT	461	0	461
TRAINING & TRAVEL	324	0	324
MARKETING EXPENSES	3,454	0	3,454
OPERATIONS - GROUND MAINT. AND ENGINEERING CONTRACTS	38,718	0	38,718
UTILITIES	18,896	0	18,896
DEPRECIATION EXPENSE	45,445	2,550	47,995
Total OPERATING EXPENSES	185,570	9,049	194,620

LUBBOCK REESE REDEVELOPMENT AUTHORITY
Statement of Revenues and Expenditures
From 10/1/2020 Through 10/31/2020

GENERAL FUND

(In Whole Numbers)

	Current Month Actual	Current Month Budget	Actual vs Budget Variance	YTD Actual	YTD Budget	YTD Actual vs Budget Variance
REVENUES						
Leases	169,888	142,917	26,971	169,888	142,917	26,971
PBT Cam Fees	60,024	60,000	24	60,024	60,000	24
Usage Fees	25,913	20,833	5,080	25,913	20,833	5,080
Contract Services	0	1,250	(1,250)	0	1,250	(1,250)
Utility Franchise Fees	11,020	2,417	8,604	11,020	2,417	8,604
Total REVENUES	266,846	227,417	39,429	266,846	227,417	39,429
EXPENSES						
Salaries & Taxes	49,210	64,167	14,957	49,210	64,167	14,957
Benefits - Health, Retirement & Wkr's Comp	9,593	10,742	1,149	9,593	10,742	1,149
Insurance -Property & General Liabilities	14,237	14,583	346	14,237	14,583	346
Administrative Expenses	87	642	555	87	642	555
General Office Expenses	3,631	5,121	1,490	3,631	5,121	1,490
Accounting & Auditing Services	110	83	(27)	110	83	(27)
Legal Services	1,404	4,167	2,763	1,404	4,167	2,763
Network Maintenance Contract	461	667	206	461	667	206
Training & Travel	324	708	384	324	708	384
Marketing Expenses	3,454	4,250	796	3,454	4,250	796
Operations	38,718	41,250	2,532	38,718	41,250	2,532
Utilities	18,896	20,917	2,021	18,896	20,917	2,021
Total EXPENSES	140,125	167,296	27,171	140,125	167,296	27,171
NIBPSID	126,721	60,121	66,600	126,721	60,121	66,600
NON OPERATING REVENUE						
Interest Income	849	542	308	849	542	308
Total NON OPERATING REVENUE	849	542	308	849	542	308
DEPRECIATION						
Depreciation Expense	(45,445)	(47,083)	1,638	(45,445)	(47,083)	1,638
Total DEPRECIATION	(45,445)	(47,083)	1,638	(45,445)	(47,083)	1,638
Increase (Decrease) In Fund Equity	82,125	13,579	68,546	82,125	13,579	68,546

GENERAL FUND

Explanation of Significant Budget Variances

2020 OCTOBER

	Month Variance	YTD Variance	Explanations	Projected Outcome at Year End
Revenues, Leases	\$ 26,971	\$ 26,971	Budgeted less monies due to potential loss of ZACHRY	Year End is expected to be over budget.
Revenues, Usage Fees	\$ 5,080	\$ 5,080	Water usage has been going up due to drought conditions.	Year End is expected to on budget.
Revenues, Utility Franchise Fees	\$ 8,604	\$ 8,604	ATMOS pays once a year . Payment received.	Year End is expected to be on budget.
Expenses, Salaries & Taxes	\$ 14,957	\$ 14,957	Incentive Pay has not been fully paid	Year End is expected to be below budget.

LUBBOCK REESE REDEVELOPMENT AUTHORITY
Statement of Revenues and Expenditures
From 10/1/2020 Through 10/31/2020

FIBER OPTIC OPERATING FUND

(In Whole Numbers)

	Current Month Actual	Current Month Budget	Actual vs Budget Variance	YTD Actual	YTD Budget	YTD Actual vs Budget Variance
REVENUES						
Usage Fees	2,291	2,500	(209)	2,291	2,500	(209)
Fiber Optic/Wireless Income	15,010	15,833	(823)	15,010	15,833	(823)
Total REVENUES	17,301	18,333	(1,032)	17,301	18,333	(1,032)
EXPENSES						
Insurance -Property & General Liabilities	749	750	1	749	750	1
General Office Expenses	314	317	3	314	317	3
Computer Software & Maintenance	3,741	3,417	(324)	3,741	3,417	(324)
Internet	1,695	1,833	139	1,695	1,833	139
Building Maintenance & Repairs	0	833	833	0	833	833
Utilities	0	5,142	5,142	0	5,142	5,142
Total EXPENSES	6,499	12,292	5,792	6,499	12,292	5,792
NIBPSID	10,802	6,042	4,760	10,802	6,042	4,760
DEPRECIATION						
Depreciation Expense	(2,550)	(3,500)	950	(2,550)	(3,500)	950
Total DEPRECIATION	(2,550)	(3,500)	950	(2,550)	(3,500)	950
Increase (Decrease) In Fund Equity	8,252	2,542	5,710	8,252	2,542	5,710

FIBER OPTIC FUND

Explanation of Significant Budget Variances

2020 OCTOBER

	Month Variance	YTD Variance	Explanations	Projected Outcome at Year End
Expenses, Utilities	\$ 5,142	\$ 5,142	There is a lag in utility billing	We expect this line to be on budget for the year

LUBBOCK REESE REDEVELOPMENT AUTHORITY
Statement of Revenues and Expenditures
From 10/1/2020 Through 10/31/2020

COMBINED FUNDS

(In Whole Numbers)

	Current Month Actual	Current Month Budget	Current Month Budget Variance	YTD Actual	YTD Budget	YTD Budget Variance
REVENUES						
Leases	169,888	142,917	26,971	169,888	142,917	26,971
PBT Cam Fees	60,024	60,000	24	60,024	60,000	24
Usage Fees	28,204	23,333	4,871	28,204	23,333	4,871
Contract Services	0	1,250	(1,250)	0	1,250	(1,250)
Utility Franchise Fees	11,020	2,417	8,604	11,020	2,417	8,604
Fiber Optic/Wireless Income	15,010	15,833	(823)	15,010	15,833	(823)
Total REVENUES	284,147	245,750	38,397	284,147	245,750	38,397
EXPENSES						
Salaries & Taxes	49,210	64,167	14,957	49,210	64,167	14,957
Benefits - Health, Retirement & Wkr's Com]	9,593	10,742	1,149	9,593	10,742	1,149
Insurance -Property & General Liabilities	14,986	15,333	347	14,986	15,333	347
Administrative Expenses	87	642	555	87	642	555
General Office Expenses	3,945	5,438	1,493	3,945	5,438	1,493
Accounting & Auditing Services	110	83	(27)	110	83	(27)
Computer Software & Maintenance	3,741	3,417	(324)	3,741	3,417	(324)
Internet	1,695	1,833	139	1,695	1,833	139
Legal Services	1,404	4,167	2,763	1,404	4,167	2,763
Network Maintenance Contract	461	667	206	461	667	206
Training & Travel	324	708	384	324	708	384
Marketing Expenses	3,454	4,250	796	3,454	4,250	796
Operations	38,718	41,250	2,532	38,718	41,250	2,532
Building Maintenance & Repairs	0	833	833	0	833	833
Utilities	18,896	26,058	7,162	18,896	26,058	7,162
Total EXPENSES	146,624	179,587	32,963	146,624	179,587	32,963
NIBPSID	137,522	66,163	71,360	137,522	66,163	71,360
NON OPERATING REVENUE						
Interest Income	849	542	308	849	542	308
Total NON OPERATING REVENUE	849	542	308	849	542	308
DEPRECIATION						
Depreciation Expense	(47,995)	(50,583)	2,588	(47,995)	(50,583)	2,588
Total DEPRECIATION	(47,995)	(50,583)	2,588	(47,995)	(50,583)	2,588
Increase (Decrease) In Fund Equity	90,377	16,121	74,256	90,377	16,121	74,256

MONTHLY & YTD COMPARISONS OF CURRENT & PREVIOUS YEAR'S ACTUALS

(In Whole Numbers)

	Current Month	Prior Year		Current YTD	Prior Year	
	Actual	Actual	Variance	Actual	YTD Actual	Variance
REVENUES						
Leases	169,888	136,335	33,553	169,888	136,335	33,553
PBT Cam Fees	60,024	61,517	(1,493)	60,024	61,517	(1,493)
Usage Fees	28,204	36,584	(8,380)	28,204	36,584	(8,380)
Utility Franchise Fees	11,020	11,131	(111)	11,020	11,131	(111)
Fiber Optic/Wireless Income	15,010	13,672	1,338	15,010	13,672	1,338
Total REVENUES	284,147	259,238	24,909	284,147	259,238	24,909
EXPENSES						
Salaries & Taxes	49,210	45,497	3,713	49,210	45,497	3,713
Benefits - Health, Retirement & Wkr's Comp	9,593	9,273	320	9,593	9,273	320
Insurance -Property & General Liabilities	14,986	14,689	297	14,986	14,689	297
Administrative Expenses	87	100	(13)	87	100	(13)
General Office Expenses	3,945	6,437	(2,492)	3,945	6,437	(2,492)
Accounting & Auditing Services	110	1,107	(997)	110	1,107	(997)
Computer Software & Maintenance	3,741	3,660	81	3,741	3,660	81
Internet	1,695	2,037	(342)	1,695	2,037	(342)
Legal Services	1,404	2,256	(852)	1,404	2,256	(852)
Network Maintenance Contract	461	519	(58)	461	519	(58)
Training & Travel	324	1,732	(1,408)	324	1,732	(1,408)
Marketing Expenses	3,454	6,932	(3,478)	3,454	6,932	(3,478)
Operations	38,718	32,800	5,918	38,718	32,800	5,918
Utilities	18,896	26,241	(7,345)	18,896	26,241	(7,345)
Total EXPENSES	146,624	153,280	(6,656)	146,624	153,280	(6,656)
NIBPSID	137,522	105,958	31,564	137,522	105,958	31,564
NON OPERATING REVENUE						
Interest Income	849	3,549	(2,700)	849	3,549	(2,700)
Total NON OPERATING REVENUE	849	3,549	(2,700)	849	3,549	(2,700)
DEPRECIATION						
Depreciation Expense	(47,995)	(42,486)	(5,509)	(47,995)	(42,486)	(5,509)
Total DEPRECIATION	(47,995)	(42,486)	(5,509)	(47,995)	(42,486)	(5,509)
Increase (Decrease) In Fund Equity	90,377	67,021	23,356	90,377	67,021	23,356

Make Ready Project Reconciliation								Oct-20
Lease Date	Estimated Move In Date	Actual Move In Date	Building/Customer	Estimated Cost	Actual Cost to Date	Actual Final Cost	Difference	Comments
12/01/2020	12/01/2020		BLDG # 210 / PREMIER LUBBOCK SPORTSPLEX, LTD	\$ 54,268.00	\$ 6,413.45		\$ 47,854.55	

FYE 2021		BUDGET ITEMS - NON-LINEAR												
	Titles	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
5363-124	MEETING EXP STAFF - STAFF	0	250	2,500	250	250	250	250	250	250	250	250	250	5,000
5380-405	UTILITIES - Water System	11,500	9,000	9,000	6,500	8,000	21,000	22,000	21,000	23,000	27,000	24,000	18,000	200,000
5700-203	ACCOUNTING & AUDIT	-	5000	-	6750	11750	-	7400	-	-	-	-	-	30,900
	THE ABOVE LINE ITEMS ARE NOT BUDGETED FOR EQUAL MONTHLY AMOUNTS													
	ALL OTHER ACCOUNTS ARE BUDGETED EQUALLY BY MONTH													

AGENDA ITEM 7
MARKETING REPORT
ZACHRY HANGARS LOOPNET LISTING PERFORMANCE

Since they were listed on LoopNet in July, the two Zachry hangars that were expected to be vacated first, Buildings 59 and 92, have generated a response that far surpasses any other property we have marketed.

With 15,000+ and 20,000+ views in the last 90 days, respectively, Hangars 59 and 92 are receiving a lot of exposure on the web. A summary of each listing's performance has been included for your review, as well as a list of companies that have viewed the properties on LoopNet.

[< BACK](#)

Building #92 | 212 Davis Dr
Lubbock, TX | Specialty For Lease | 24,080 SF | \$3.50 /SF/YR

9,143 prospects have seen your property **20,746** times. Your listing is getting **16x** more exposure than a basic Specialty listing.

Days on Market
127
Started advertising
7/9/2020

Listing Completeness
80%
last updated on
11/12/2020

Exposure Level
Silver
since
7/9/2020

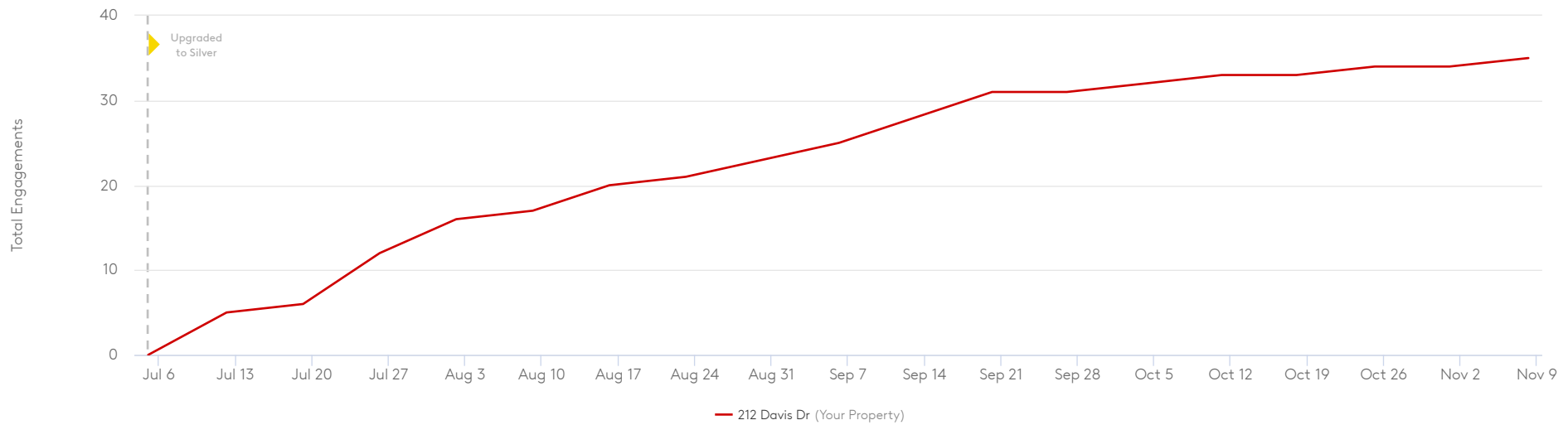
Listing Activity Report

Total Engagements ▼

CoStar and LoopNet ▼

Direct Competitors ▼

1 Year Cumulative ▼



No Direct Competitors identified for your listing.

*Current week's data is in progress.






























Visitor Details

Top Visitors

































All Visitors












Search Impression Views

*Using publicly available Reverse IP company information, CoStar Group is able to identify about 30% of the visitors to your listing. The vast majority (70%) is anonymous and listed as 'unknown' in the visitor details report.

Company 	Location 	Visitors 	Views 	Return Visitors 	Total Time On Page 	Most Recent View 	First View 	
Lubbock Economic Development	Lubbock, TX	2	3	1	32:50 min	11/10/2020	11/10/2020	
GEUS	Greenville, TX	1	1	-	0:27 min	11/9/2020	11/9/2020	
West Central Wireless	San Angelo, TX	1	1	-	-	11/9/2020	11/9/2020	
AirSpace	Fort Worth, TX	1	1	-	-	11/5/2020	11/5/2020	
J Ferg Roofing and Foam	Lubbock, TX	1	1	-	0:46 min	11/5/2020	11/5/2020	
Mercury Enterprises Inc	Clearwater, FL	1	1	-	0:23 min	11/5/2020	11/5/2020	
Fibersphere Communications Inc	Beaverton, OR	1	1	-	-	11/2/2020	11/2/2020	
Origami Risk LLC	Chicago, IL	1	1	-	-	11/2/2020	11/2/2020	
The Mx Group	Burr Ridge, IL	1	1	-	0:49 min	11/2/2020	11/2/2020	
Amazon.com Inc	Seattle, WA	1	1	-	6:18 min	10/29/2020	10/29/2020	
Club Metropolitan Inc	New York, NY	1	1	-	0:35 min	10/29/2020	10/29/2020	
American Pacific Corporation	Las Vegas, NV	3	5	1	1:07 min	10/28/2020	7/24/2020	
GE Company	Temecula, CA	1	1	-	-	10/28/2020	10/28/2020	
Lifeway Christian Resources	Nashville, TN	1	1	-	0:29 min	10/25/2020	10/25/2020	
Rancho Pacific Electric Inc	Rancho Cucamonga, CA	1	1	-	1:03 min	10/25/2020	10/25/2020	
Center For Biological Diversity	Portland, OR	1	1	-	0:29 min	10/24/2020	10/24/2020	
Car Wash Partners	Boise, ID	1	1	-	-	10/22/2020	10/22/2020	
Dodson Bateman & Company	Dallas, TX	1	1	-	-	10/22/2020	10/22/2020	
Head Start	Edinburg, TX	1	1	-	0:13 min	10/20/2020	10/20/2020	
CBRE El Paso	El Paso, TX	1	1	-	-	10/19/2020	10/19/2020	
Keller Williams Realtors	Austin, TX	1	1	-	4:00 min	10/19/2020	10/19/2020	
Frontier Hybrids Inc	Abernathy, TX	1	1	-	-	10/16/2020	10/16/2020	

Help

Company 	Location 	Visitors 	Views 	Return Visitors 	Total Time On Page 	Most Recent View 	First View 	
Heritage-Crystal Clean LLC	Elgin, IL	3	4	1	1:05 min	10/16/2020	8/5/2020	
Production Dynamics	Valparaiso, IN	1	1	-	0:17 min	10/15/2020	10/15/2020	
CBRE	Phoenix, AZ	1	2	1	-	10/14/2020	8/29/2020	
Staples	Brandon, FL	1	1	-	-	10/13/2020	10/13/2020	
St Joseph Health System	Irvine, CA	1	1	-	-	10/10/2020	10/10/2020	
Auto Blvd LLC	San Antonio, TX	1	1	-	1:58 min	10/8/2020	10/8/2020	
Dm Bruce Associates	Overland Park, KS	1	1	-	-	10/7/2020	10/7/2020	
Fireworx Digital	Laguna Niguel, CA	1	1	-	-	10/4/2020	10/4/2020	
Allstate Insurance	Northbrook, IL	4	5	1	1:12 min	10/2/2020	7/27/2020	
United Supermarkets	Lubbock, TX	1	1	-	-	10/2/2020	10/2/2020	
Concurrent Federal Systems Inc	Duluth, GA	1	1	-	0:40 min	10/1/2020	10/1/2020	
National Bank of Indianapolis	Indianapolis, IN	1	1	-	-	10/1/2020	10/1/2020	
Snap-on Tools	Longview, TX	1	1	-	-	9/28/2020	9/28/2020	
SWP Contracting and Paving	Glendale, AZ	1	1	-	-	9/28/2020	9/28/2020	
CAE USA Inc	Orlando, FL	1	2	1	1:39 min	9/25/2020	9/25/2020	
FAA Mike Monroney Aeronautical Center	Oklahoma City, OK	1	1	-	2:39 min	9/24/2020	9/24/2020	
Master Capital Management	Eugene, OR	1	1	-	-	9/24/2020	9/24/2020	
FFE Ltd	Hitchin, United Kingdom	1	1	-	0:39 min	9/23/2020	9/23/2020	
High Plains Surgery Center LP	Lubbock, TX	1	1	-	-	9/23/2020	9/23/2020	
Rail Trusts Equipment Inc	Jacksonville Beach, FL	1	1	-	-	9/23/2020	9/23/2020	
Digital Fuel Technologies Inc	San Mateo, CA	1	5	1	0:12 min	9/18/2020	9/17/2020	
Online Server Ltd	Macclesfield, United Kingdom	1	1	-	0:17 min	9/18/2020	9/18/2020	
Cresa	Los Angeles, CA	1	1	-	-	9/14/2020	9/14/2020	
JLL	North Bethesda, MD	1	2	1	0:44 min	9/10/2020	9/9/2020	
Nagell Appraisal & Consulting	Plymouth, MN	1	1	-	0:20 min	9/9/2020	9/9/2020	

Company 	Location 	Visitors 	Views 	Return Visitors 	Total Time On Page 	Most Recent View 	First View 	
Dell Inc	Round Rock, TX	1	1	-	0:21 min	9/6/2020	9/6/2020	
Avo Realty, LLC	Austin, TX	1	1	-	-	9/2/2020	9/2/2020	
On Deck Capital	New York, NY	1	1	-	-	8/27/2020	8/27/2020	

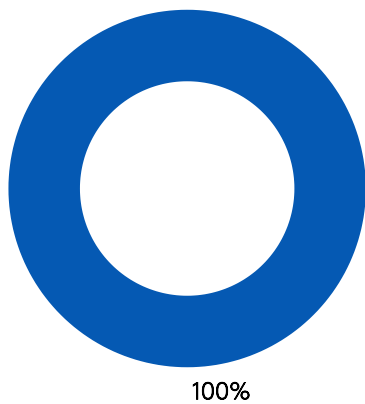
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Traffic Sources

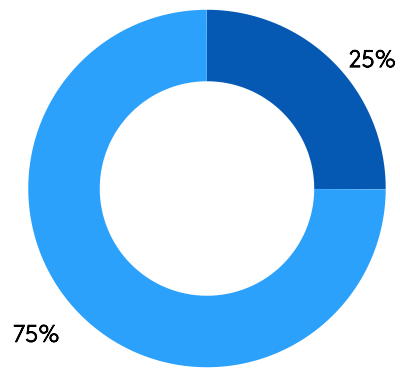
1 Year ▼

New Visitors vs Returning



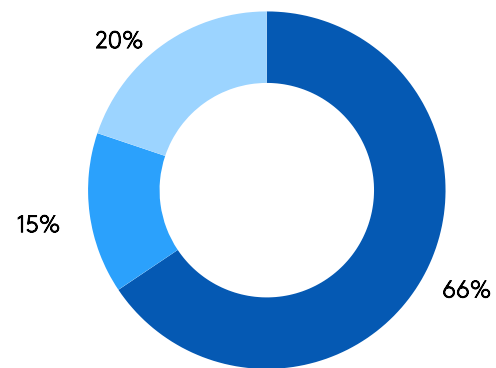
■ 285 New
■ 0 Returning

In Market vs Out of Market



■ 86 In Market
■ 257 Out of Market

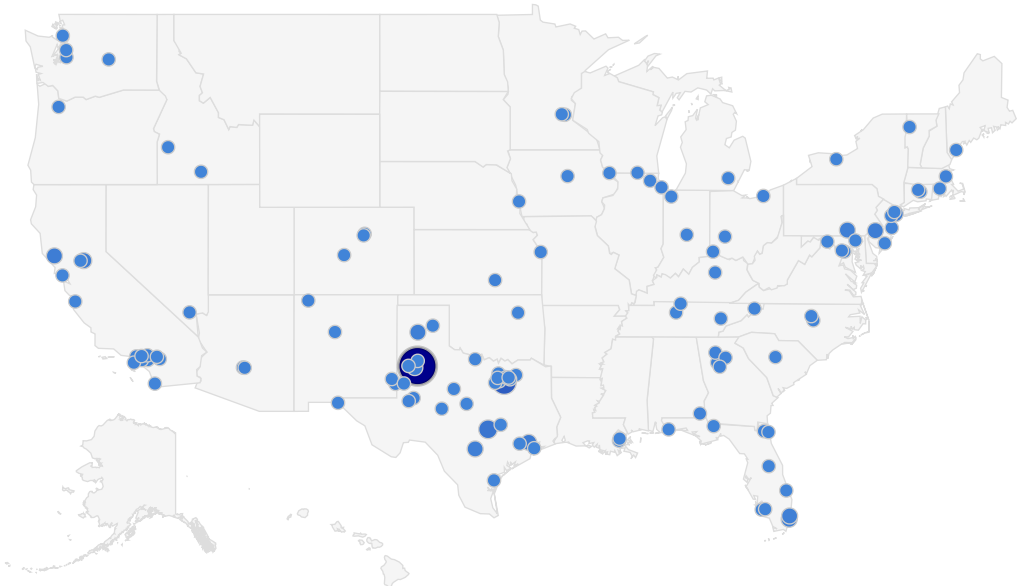
Traffic Sources



■ 225 Organic
■ 50 Paid
■ 68 Direct, Referral, App

Visitor Locations	Views
Lubbock	80
Dallas	25
Austin	10
Houston	7
New York	6
Philadelphia	5
Rancho Cordova	5
Cloverdale	5
Wolfforth	4
San Antonio	4

Visitor Map



[< BACK](#)

#59 | 1004 Davis Dr
Lubbock, TX | Industrial For Lease | 26,187 SF | \$3.50 /SF/YR

3,747 prospects have seen your property **13,139** times. Your listing is getting **16x** more exposure than a basic Industrial listing.

Days on Market
127
Started advertising
7/9/2020

Listing Completeness
95%
last updated on
11/12/2020

Exposure Level
Silver
since
7/9/2020

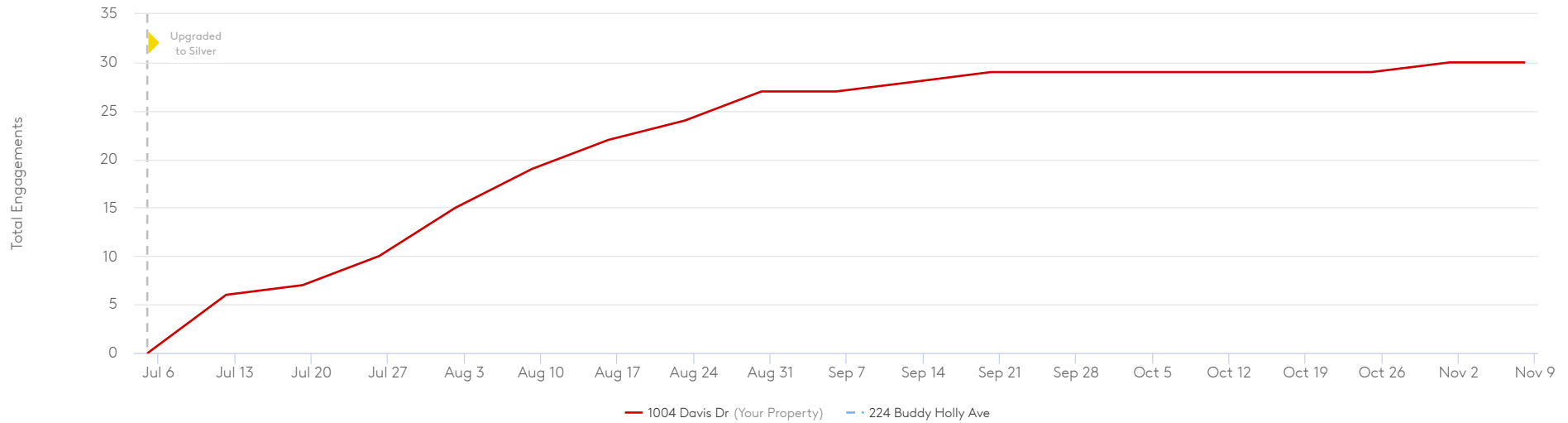
Listing Activity Report

Total Engagements ▼

CoStar and LoopNet ▼

Direct Competitors ▼

1 Year Cumulative ▼



*Current week's data is in progress.













Visitor Details

Top Visitors















All Visitors










Search Impression Views

*Using publicly available Reverse IP company information, CoStar Group is able to identify about 30% of the visitors to your listing. The vast majority (70%) is anonymous and listed as 'unknown' in the visitor details report.

Company 	Location 	Visitors 	Views 	Return Visitors 	Total Time On Page 	Most Recent View 	First View 	
American Pacific Corporation	Las Vegas, NV	1	2	1	2:05 min	11/3/2020	10/28/2020	
National Wetlands Research Center	Lafayette, LA	1	1	-	0:10 min	10/28/2020	10/28/2020	
Leaco	Lovington, NM	2	3	1	0:27 min	10/27/2020	7/21/2020	
Connectria Corporation	Saint Louis, MO	1	1	-	-	10/26/2020	10/26/2020	
Rancho Pacific Electric Inc	Rancho Cucamonga, CA	2	3	1	4:40 min	10/25/2020	10/23/2020	
Airbnb Inc	San Francisco, CA	1	1	-	0:15 min	10/20/2020	10/20/2020	
Head Start	Edinburg, TX	1	1	-	0:02 min	10/20/2020	10/20/2020	
Keller Williams Realtors	Austin, TX	1	1	-	0:02 min	10/19/2020	10/19/2020	
Frontier Hybrids Inc	Abernathy, TX	2	2	-	5:34 min	10/16/2020	10/16/2020	
CBRE	Phoenix, AZ	1	2	1	-	10/14/2020	8/29/2020	
Marathon Oil Company	Houston, TX	1	1	-	0:12 min	10/13/2020	10/13/2020	
Staples	Brandon, FL	1	1	-	-	10/13/2020	10/13/2020	
St Joseph Health System	Irvine, CA	1	1	-	-	10/10/2020	10/10/2020	
Texla Texla Housing Partners	Dallas, TX	1	1	-	-	10/7/2020	10/7/2020	
Livingston Machinery Company	Fairview, OK	1	1	-	-	9/24/2020	9/24/2020	
Trust Point Hospital	Murfreesboro, TN	1	1	-	0:41 min	9/24/2020	9/24/2020	
Specialty Diving Inc	Hammond, LA	1	1	-	-	9/19/2020	9/19/2020	
McKinney Aviation I Ltd	Mckinney, TX	1	1	-	-	9/17/2020	9/17/2020	
Cresa	Los Angeles, CA	1	1	-	-	9/14/2020	9/14/2020	
Western Window & Door	Phoenix, AZ	1	1	-	1:31 min	9/13/2020	9/13/2020	
Martin Marietta Materials Inc	Dallas, TX	1	1	-	0:18 min	9/6/2020	9/6/2020	
Morris Jack Ford Toyota	Plainview, TX	1	1	-	-	9/2/2020	9/2/2020	

Help

Company 	Location 	Visitors 	Views 	Return Visitors 	Total Time On Page 	Most Recent View 	First View 	
Allstate Insurance	Northbrook, IL	2	3	1	1:22 min	8/31/2020	8/26/2020	
Heritage-Crystal Clean LLC	Elgin, IL	1	1	-	1:05 min	8/31/2020	8/31/2020	
Presbyterian Church USA Foundation	Jeffersonville, IN	1	1	-	-	8/26/2020	8/26/2020	
City of Lubbock	Lubbock, TX	1	1	-	1:16 min	8/24/2020	8/24/2020	
Colliers International	Houston, TX	1	1	-	-	8/24/2020	8/24/2020	
Heartland Financial USA Inc	Dubuque, IA	1	1	-	1:04 min	8/20/2020	8/20/2020	
ServiceNow	Santa Clara, CA	1	1	-	1:12 min	8/20/2020	8/20/2020	
NAI Wheelhouse	Lubbock, TX	1	1	-	-	8/19/2020	8/19/2020	
Fowler Access Controls	Pampa, TX	1	1	-	-	8/13/2020	8/13/2020	
Lubbock Economic Development	Lubbock, TX	2	2	-	0:06 min	8/12/2020	8/12/2020	
D & B Ultra Exteriors	Lubbock, TX	1	1	-	-	8/11/2020	8/11/2020	
Unverferth Manufacturing Inc	Kalida, OH	1	1	-	0:56 min	8/11/2020	8/11/2020	
Vojtech Hipik	Tallapoosa, GA	1	1	-	-	8/11/2020	8/11/2020	
Grundfos Pump Corporation	Olathe, KS	1	1	-	-	8/10/2020	8/10/2020	
Continental Dairy Facilities Southwest LLC	Dallas, TX	1	1	-	1:37 min	8/6/2020	8/6/2020	
Exit Realty of Lubbock	Lubbock, TX	1	2	1	1:17 min	8/5/2020	8/5/2020	
Smooth Fusion Inc	Lubbock, TX	2	2	-	0:06 min	8/5/2020	8/5/2020	
Cross Road Centers	Kenner, LA	1	1	-	-	7/31/2020	7/31/2020	
Reese Technology Center	Lubbock, TX	2	2	-	5:45 min	7/30/2020	7/21/2020	
Glory Ltd	Himeji, Japan	1	1	-	-	7/29/2020	7/29/2020	
New York Life Insurance Company	Addison, TX	1	1	-	-	7/29/2020	7/29/2020	
Aquaone	Amarillo, TX	1	2	1	0:43 min	7/27/2020	7/27/2020	
Fastenal Company	Winona, MN	1	4	1	-	7/26/2020	7/26/2020	
Sonic Drive-In	Oklahoma City, OK	1	1	-	1:39 min	7/26/2020	7/26/2020	
ABC Supply Co. Inc.	Beloit, WI	1	2	1	3:06 min	7/23/2020	7/20/2020	

Company 	Location 	Visitors 	Views 	Return Visitors 	Total Time On Page 	Most Recent View 	First View 	
Community Action Agency	San Marcos, TX	1	1	-	0:15 min	7/23/2020	7/23/2020	
Environmental Systems Research Institute	Redlands, CA	1	1	-	4:58 min	7/23/2020	7/23/2020	
HERC Holdings Inc	Bonita Springs, FL	1	1	-	0:39 min	7/21/2020	7/21/2020	

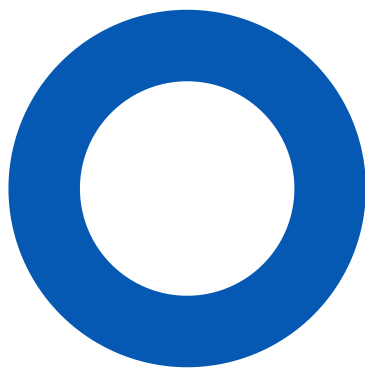
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Traffic Sources

1 Year ▼

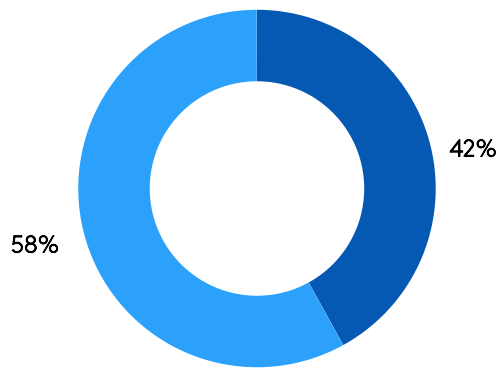
New Visitors vs Returning



100%

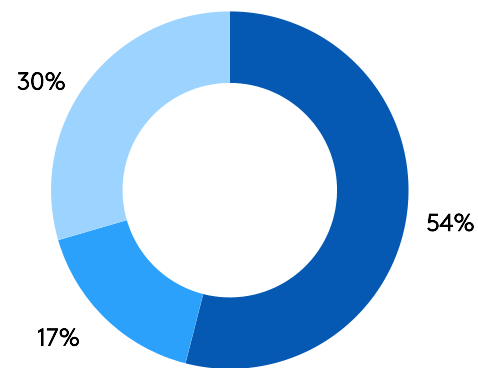
- 174 New
- 0 Returning

In Market vs Out of Market



- 84 In Market
- 116 Out of Market

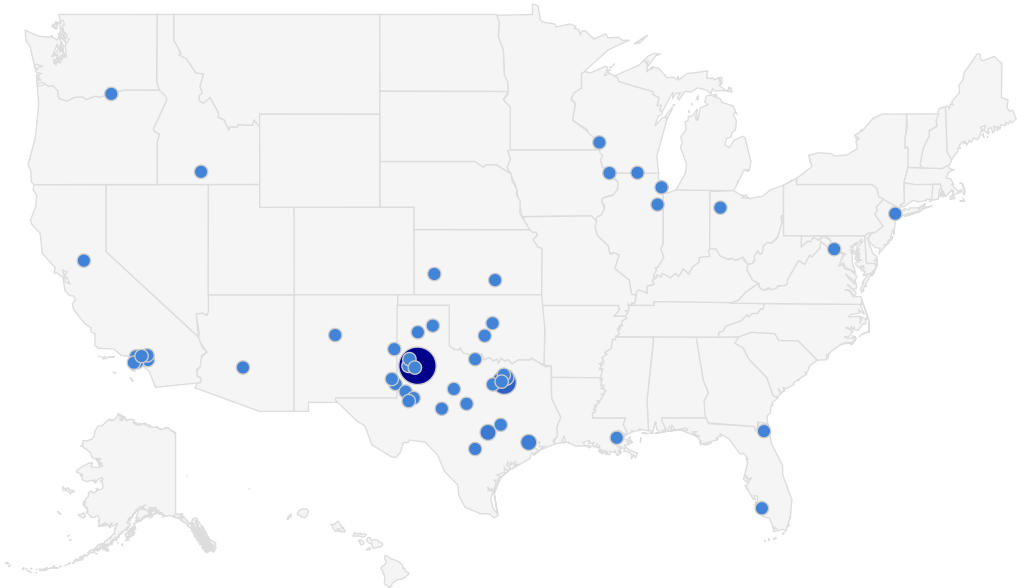
Traffic Sources



- 108 Organic
- 33 Paid
- 59 Direct, Referral, App

Visitor Locations	Views
Lubbock	77
Dallas	22
Plano	7
Austin	7
Houston	4
San Antonio	3
Amarillo	3
Hobbs	3
Phoenix	3
Beloit	2

Visitor Map



NOVEMBER 2020 – EVENTS & ACTIVITIES

	DATE	EVENT
NOVEMBER	November 25-26, 2020	LRRA Closed for Thanksgiving Holiday
LOOKING AHEAD		
DECEMBER	December 3, 2020	Chamber of Commerce Annual Meeting
	December 23, 2020	LRRA Board of Directors Meeting *Cancelled*
	December 24, 25, 28, 2020	LRRA Closed for Christmas Holiday
	December 31, 2020	LRRA Closed for New Year's Holiday
JANUARY	January 1, 2021	LRRA Closed for New Year's Holiday