

Visit
LUBBOCK

May 2, 2008

Via: Hand Delivery to 1625 13th Street

Pam Fitch
City of Lubbock
P.O. Box 2000
Lubbock, TX 79457

Re: Market Lubbock Economic Development Corporation – Texas Public Information Act Request
Dated May 2, 2008 and received by Market Lubbock on May 2, 2008

Dear Ms. Fitch:

This letter is in response to your May 2, 2008 email to Linda Davis and Abie Cox requesting information pursuant to the Texas Public Information Act relating data and source documentation related to the fiscal justification for the Visitors Center.

Pursuant to the request, I have enclosed the following information:

1. Tourism Research and Strategic Marketing Plan - 2004 – Marketing Strategies
2. Tourism Research and Strategic Marketing Plan - 2006 – Marketing Strategies
3. Tourism Research and Strategic Marketing Plan – 2006 – Visitor Survey Findings and Responses
4. Tourism Research and Strategic Marketing Plan – 2006 – Visitor Intercept Survey Findings and Responses
5. Research Study – Iowa Welcome Centers
6. Research Study – Journal of Travel Research
7. Research Study – Laboratory for Intelligent Systems in Tourism

Sincerely,



Jana C. Johnston, CPA
Chief Financial Officer
Market Lubbock Economic Development Corporation

Enclosures

cc: Gary Lawrence
Pete Baker