

FOR IMMEDIATE RELEASE

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The City of Lubbock & Market Lubbock, Inc. Announced \$7 Million Investment in Berl Huffman Athletic Complex

(Lubbock) – The City of Lubbock and Market Lubbock, Inc., (MLI) announced a \$7 million investment in improvements to the Berl Huffman Athletic Complex located at North Loop 289 and Landmark Drive.

The investment will fund upgrades to the irrigation system and the existing roads, as well as add top soil and grass seeding, a new entrance/exit off Loop 289, additional parking lots, two new restrooms facilities, new goals, and designated areas for food trucks. Future improvements to the championship fields will include artificial turf, portable goals, and LED lighting.

“These improvements will allow us to host large and small soccer tournaments, bringing in more money to our economy and providing premier fields for our youth soccer organizations,” said John Osborne, CEO and president of Market Lubbock, Inc. “This project benefits our youth, and improves our city’s quality of life, which is essential for the retention and growth of our workforce.”

This facility is comprised of 151 acres with more than 50 soccer fields. The project was approved by City Council on Thursday, Oct. 25 with a 7-0 vote.

“This investment in the Berl Huffman complex is long overdue,” said Dan Pope, mayor for the City of Lubbock. “When completed, Lubbock will offer the very best soccer facilities in West Texas and eastern New Mexico. This project improves the quality of life in our community. Our youth are winners due to this investment as are the businesses who will benefit from the tourism generated by increased activity at Berl Huffman.”

For more information about the project, visit soccer.lubbocksports.org.

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