

Board Binder Open Session

January 8, 2024





MIDLAND DEVELOPMENT CORPORATION AS AUTHORIZED BY CHAPTER 504 OF THE TEXAS LOCAL GOVERNMENT CODE

NOTICE OF PUBLIC MEETING

In accordance with Chapter 551, Texas Government Code, as amended, notice is hereby given to the public that the Board of Directors of the Midland Development Corporation will meet in regular session, open to the public, in the Midland Chamber of Commerce board room, 303 West Wall Street, Suite 200, Midland, Texas, at 10:00 a.m. on January 8, 2024. A quorum of the Board of Directors of the Midland Development Corporation intends to be physically present at the aforementioned location.

Videoconference Information

Join Zoom Webinar <u>https://us02web.zoom.us/j/87486334959?pwd=ZE4yd1VYQIM3ZFhIdUtadkw2SIVDUT09</u> Passcode: 974535

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 253 215 8782 or +1 669 444 9171 or +1 669 900 9128 or +1 719 359 4580 or +1 253 205 0468 or +1 689 278 1000 or +1 301 715 8592 or +1 305 224 1968 or +1 309 205 3325 or +1 312 626 6799 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1 646 558 8656 or +1 646 931 3860

Webinar ID: 874 8633 4959 Passcode: 974535 International numbers available: https://us02web.zoom.us/u/kbFqs20ahN

At such meeting, the Board of Directors may discuss, consider, and take action on any of the following items:

- 1. Call meeting to order.
- 2. Motion electing officers to serve through December 2024.
- 3. Motion approving the minutes of the December 4, 2023, meeting of the Midland Development Corporation.
- 4. Resolution authorizing payment in the amount of \$200,000.00 to the University of Texas of the Permian Basin pursuant to that certain Incubator and Makerspace Grant Agreement between the Midland Development Corporation and the University of Texas of the Permian Basin.
- 5. Presentation on the December 2023 monthly expenses and economic development activity report from the Midland Development Corporation Executive Director and staff.



- 6. Pursuant to Texas Government Code §551.101, the Board of Directors will hold an Executive Session, which is closed to the public to discuss the following matters as permitted under the following Texas Government Code Sections:
 - a. Section 551.072 Deliberation Regarding Real Property
 - i. Discuss the sale, exchange, lease or value of real property described as an approximate 374-acre tract of land out of Section 33, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas.
 - b. Section 551.087 Deliberation Regarding Economic Development Negotiations
 - i. Discuss business prospects that the Midland Development Corporation seeks to have, locate, stay, or expand in or near the City of Midland, Texas, and discuss possible incentives, and discuss contract compliance on the part of businesses.

Posted this 5th day of January 2024.

Marcia Bentley German City Governance Officer/City Secretary

200 North Loraine Street Suite 610 | Midland, TX 79701 432.686.3579 www.midlandtxedc.com

Slate of Officers

Board Member	Appointment Date	Term Expires	Eligibility Expires
Chase Gardaphe	January 2019	January 14, 2025	January 14, 2025
Berry Simpson	January 2019	January 14, 2025	January 14, 2025
Jill Pennington	April 2020	January 14, 2023	January 14, 2026
P. Lourcey Sams	April 2020	January 14, 2023	January 14, 2026
Brad Bullock	April 2021	January 14, 2024	January 14, 2027
Zack Deck	January 2023	January 14, 2026	January 14, 2029
Elvie Brown	October 2023	January 14, 2026	January 14, 2029

December 4th Minutes

MIDLAND DEVELOPMENT CORPORATION

MINUTES

December 04, 2023

The Board of Directors of the Midland Development Corporation convened in regular session at the Midland Chamber of Commerce board room, 303 West Wall Street, Suite 200, Midland, Texas, at 10:00 a.m. on December 04, 2023.

- Board Members present: Chairman Chase Gardaphe, Director Berry Simpson, Director Lourcey Sams, Director Jill Pennington, Director, Director Brad Bullock, Director Zachary Deck, and Director Elvie Brown
- Board Members absent: None
- Staff Members present: Assistant City Attorney Nicholas Toulet-Crump, Director of Airports Justine Ruff, and Chief Deputy City Secretary Vanessa Magallanes

Council Member(s) present: None

- MDC Staff Members present: Executive Director Sara Harris, Marketing & Administrative Coordinator Gabrielle Franks, and Business Retention & Expansion Coordinator Sammi Steel
- 1. Call meeting to order.

Chairman Gardaphe called the meeting to order at 10:02 am

2. Motion approving the minutes of the November 06, 2023, meeting of the Midland Development Corporation.

Director Simpson moved to approve minutes of the November 06, 2023, meeting of the Midland Development Corporation, seconded by Director Sams. The motion carried by the following vote: AYE: Gardaphe, Pennington, Deck, Bullock, and Brown. NAY: None. ABSTAIN: None. ABSENT: None.

 Resolution establishing the dates of the regular meetings of the Midland Development Corporation Board of Directors to be held during the period of February 2024 to January 2025.

Director Bullock moved to approve Resolution ED-452 establishing the dates of the regular meetings of the Midland Development Corporation Board of Directors to be held during the period of February 2024 to January 2025., seconded by Director Brown. The motion carried by the following vote: AYE: Gardaphe, Simpson, Sams, Deck, and Pennington. NAY: None. ABSTAIN: None. ABSENT: None.

Board recessed into executive session at 10:40 a.m.

- 4. Pursuant to Texas Government Code §551.101, the Board of Directors will hold an Executive Session, which is closed to the public to discuss the following matters as permitted under the following Texas Government Code Sections:
 - a. <u>Section 551.072 Deliberation Regarding Real Property</u>
 - i. Discuss the sale, exchange, lease or value of real property described as an approximate 374-acre tract of land out of Section 33, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas.
 - b. <u>Section 551.087 Deliberation Regarding Economic Development Negotiations</u>
 - i. Discuss business prospects that the Midland Development Corporation seeks to have, locate, stay, or expand in or near the City of Midland, Texas, and discuss possible incentives, and discuss contract compliance on the part of businesses.

Board reconvened into open session at 10:45 a.m.

5. Presentation on the November 2023 monthly expenses and economic development activity report from the Midland Development Corporation Executive Director and staff.

Sara Harris gave an overview of the month's expenses, and economic development activity. Gabrielle Franks updated the board with the social media stats. Sammi Steele gave an overview of the business retention and expansion program in November.

All the business at hand having been completed, Chairman Gardaphe adjourned the meeting at 11:02 a.m.

Respectfully submitted,

Vanessa Magallanes, Chief Deputy City Secretary

PASSED AND APPROVED the 8th Day of January 2024.

Jill Pennington, Secretary

UTPB – CEED Incubator Reimbursement

RESOLUTION NO.

RESOLUTION AUTHORIZING PAYMENT IN THE AMOUNT OF \$200,000.00 TO THE UNIVERSITY OF TEXAS OF THE PERMIAN BASIN PURSUANT TO THAT CERTAIN INCUBATOR AND MAKERSPACE GRANT AGREEMENT BETWEEN THE MIDLAND DEVELOPMENT CORPORATION AND THE UNIVERSITY OF TEXAS OF THE PERMIAN BASIN

WHEREAS, the Midland Development Corporation previously entered into that certain Incubator and Makerspace Grant Agreement with the University of Texas of the Permian Basin; and

WHEREAS, the Board of Directors finds it to be in the public interest to authorize a reimbursement payment to the University of Texas of the Permian Basin pursuant to the terms of said agreement;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE MIDLAND DEVELOPMENT CORPORATION:

SECTION ONE. That the payment of \$200,000.00 to the University of Texas of the Permian Basin is hereby approved.

SECTION TWO. That the City Comptroller of the City of Midland, Texas, is hereby authorized and directed to pay the University of Texas of the Permian Basin the sum of \$200,000.00 from funds available in the Midland Development Corporation Fund (235) operating budget (Economic Development Incentives) (53905).

On motion of Director ______, seconded by Director ______, the above and foregoing resolution was adopted by the Board of Directors of the Midland Development Corporation at a regular meeting on the _____ day of ______, A.D., 2024, by the following vote:

Directors voting "AYE":

Directors voting "NAY":

Chairman of the Midland Development Corporation ATTEST:

Secretary of the Midland Development Corporation

APPROVED AS TO FORM ONLY:

_,

JOHN OHNEMILLER, Attorney for the Midland Development Corporation

Income Statement

MIDLAND DEVELOPMENT CORPORATION INCOME STATEMENT FOR THE 2 MONTHS ENDED November 30, 2023

	Nov-23	YTD	Budgeted Amount
Revenue	\$1,674,674.85	\$3,261,133.59	\$12,976,644.00
40100 - State Sales Tax	\$1,526,083.42	\$2,903,020.47	\$12,000,000.00
40600 - Public ROW Use Fees	\$0.00	\$0.00	\$0.00
43000 - Interest	\$18,000.00	\$95,700.00	\$0.00
43010 - Interest - Nonpooled Invest	\$49,204.43	\$99,639.12	\$0.00
46190 - Miscellaneous Rentals	\$81,387.00	\$162,774.00	\$976,644.00
4235150 - Midland Dvlpmt Corp Revenue	\$1,674,674.85	\$3,261,133.59	\$12,976,644.00

Expense	\$578,905.49	\$715,259.96	\$26,583,805.00
51010 - Base Salary	\$24,920.87	\$56,720.91	\$360,047.00
51090 - Fica MDC Portion	\$1,594.33	\$4,027.04	\$29,038.00
51110 - Health Insurance	\$1,804.53	\$3,857.89	\$28,440.00
51135 - ACCE Profit Sharing	\$1,463.66	\$3,221.67	\$25,203.00
52010 - Office Supplies	\$141.39	\$311.56	\$6,500.00
52110 - Motor Vehicle Supplies	\$36.57	\$97.55	\$1,500.00
52115 - Minor Furniture & Fixtures	\$0.00	\$0.00	\$1,000.00
52155 - Minor Computer Hrdwre & Periph	\$0.00	\$0.00	\$12,000.00
52160 - Computer Software & Supplies	\$39.00	\$18,270.45	\$35,000.00
52620 - Postage	\$96.15	\$178.64	\$1,000.00
53010 - Communication	\$1,152.67	\$3,492.26	\$17,000.00
53030 - Light & Power	\$0.00	\$7.65	\$150.00
53110 - Insurance-External	\$0.00	\$0.00	\$150,000.00
53212 - Equipment Rental-External	\$334.98	\$669.96	\$5,000.00
53220 - Advertising	\$25,184.26	\$56,597.32	\$225,000.00
53370 - Grounds Maintenance	\$3,022.20	\$4,891.07	\$25,000.00
53405 - Software Maintenance	\$1,525.54	\$3,051.08	\$15,000.00
53440 - External Audit Fees	\$0.00	\$0.00	\$40,000.00
53450 - Consulting Fees	\$0.00	\$0.00	\$500,000.00
53510 - Travel & Entertainment	\$2,469.54	\$2,469.54	\$10,000.00
53520 - Dues & Subscriptions	\$802.80	\$5,326.57	\$17,000.00
53530 - Training,Registration Fees,Etc	\$600.00	\$1,200.00	\$15,000.00
53905 - Economic Development Incentive	\$0.00	\$0.00	\$9,098,141.00
53907 - Business Recruitment & Retentn	\$13,077.06	\$36,557.12	\$70,000.00
53909 - Prior Year Committed Incentives	\$372,516.51	\$372,516.51	\$13,464,662.00
53920 - Rent	\$5,817.00	\$11,634.00	\$69,804.00
54010 - Building Maintenance	\$5,532.81	\$13,387.55	\$80,000.00
55120 - Maint Instruments & Appara.	\$362.10	\$362.10	\$1,200.00
56188 - MOTRAN	\$0.00	\$0.00	\$142,500.00
56202 - General Fund Services	\$74,160.00	\$74,160.00	\$444,960.00
56410 - Payment of Principal	\$0.00	\$0.00	\$70,605.00
56420 - Interest Expense	\$0.00	\$0.00	\$6,595.00
56910 - Depreciation Expense	\$0.00	\$0.00	\$416,460.00
56995 - Project Non Capital - Promotions	\$42,251.52	\$42,251.52	\$1,200,000.00
57001 - Capital Buildings & Structures	\$0.00	\$0.00	\$0.00
57002 - Capital Improv Other Than Bldg	\$0.00	\$0.00	\$0.00
235235 - Midland Development Corp	\$578,905.49	\$715,259.96	\$26,583,805.00

 November 2023 Net Income:
 \$1,095,769.36

 Year-to-Date Net Income:
 \$2,545,873.63

MIDLAND DEVELOPMENT CORPORATION INCOME STATEMENT FOR THE 3 MONTHS ENDED December 31, 2023

	Dec-23	YTD	Budgeted Amount
Revenue	\$1,444,795.12	\$4,705,928.71	\$12,976,644.00
40100 - State Sales Tax	\$1,363,408.12	\$4,266,428.59	\$12,000,000.00
40600 - Public ROW Use Fees	\$0.00	\$0.00	\$0.00
43000 - Interest	\$0.00	\$95,700.00	\$0.00
43010 - Interest - Nonpooled Invest	\$0.00	\$99,639.12	\$0.00
46190 - Miscellaneous Rentals	\$81,387.00	\$244,161.00	\$976,644.00
4235150 - Midland Dvlpmt Corp Revenue	\$1,444,795.12	\$4,705,928.71	\$12,976,644.00

Expense	\$543,547.42	\$1,259,169.88	\$26,583,805.00
51010 - Base Salary	\$29,466.68	\$86,187.59	\$360,047.00
51090 - Fica MDC Portion	\$1,108.00	\$5,135.04	\$29,038.00
51110 - Health Insurance	\$3.826.06	\$7,683.95	\$28,440.00
51135 - ACCE Profit Sharing	\$1,942.47	\$5,526.64	\$25,203.00
52010 - Office Supplies	\$614.20	\$925.76	\$6,500.00
52110 - Motor Vehicle Supplies	\$0.00	\$97.55	\$1,500.00
52115 - Minor Furniture & Fixtures	\$0.00	\$0.00	\$1,000.00
52155 - Minor Computer Hrdwre & Periph	\$0.00	\$0.00	\$12,000.00
52160 - Computer Software & Supplies	\$6,562.92	\$24,833.37	\$35,000.00
52620 - Postage	\$0.00	\$178.64	\$1,000.00
53010 - Communication	\$1,091.84	\$4,584.10	\$17,000.00
53030 - Light & Power	\$7.58	\$15.23	\$150.00
53110 - Insurance-External	\$0.00	\$0.00	\$150,000.00
53212 - Equipment Rental-External	\$334.98	\$1,004.94	\$5,000.00
53220 - Advertising	\$1,786.30	\$58,383.62	\$225,000.00
53370 - Grounds Maintenance	\$1,154.70	\$6,045.77	\$25,000.00
53405 - Software Maintenance	\$1,525.54	\$4,576.62	\$15,000.00
53440 - External Audit Fees	\$3,324.68	\$3,324.68	\$40,000.00
53450 - Consulting Fees	\$40,000.00	\$40,000.00	\$500,000.00
53510 - Travel & Entertainment	-\$4.94	\$2,464.60	\$10,000.00
53520 - Dues & Subscriptions	\$547.80	\$5,874.37	\$17,000.00
53530 - Training,Registration Fees,Etc	-\$1,500.00	-\$300.00	\$15,000.00
53905 - Economic Development Incentive	\$0.00	\$0.00	\$9,098,141.00
53907 - Business Recruitment & Retentn	\$10,676.47	\$47,233.59	\$70,000.00
53909 - Prior Year Committed Incentives	\$317,638.38	\$690,154.89	\$13,464,662.00
53920 - Rent	\$5,817.00	\$17,451.00	\$69,804.00
54010 - Building Maintenance	\$4,022.38	\$17,409.93	\$80,000.00
55120 - Maint Instruments & Appara.	\$111.25	\$473.35	\$1,200.00
56188 - MOTRAN	\$71,250.00	\$71,250.00	\$142,500.00
56202 - General Fund Services	\$37,080.00	\$111,240.00	\$444,960.00
56410 - Payment of Principal	\$0.00	\$0.00	\$70,605.00
56420 - Interest Expense	\$0.00	\$0.00	\$6,595.00
56910 - Depreciation Expense	\$0.00	\$0.00	\$416,460.00
56995 - Project Non Capital - Promotions	\$5,163.13	\$47,414.65	\$1,200,000.00
57001 - Capital Buildings & Structures	\$0.00	\$0.00	\$0.00
57002 - Capital Improv Other Than Bldg	\$0.00	\$0.00	\$0.00
235235 - Midland Development Corp	\$543,547.42	\$1,259,169.88	\$26,583,805.00

December 2023 Net Income:	\$901,247.70		
Year-to-Date Net Income:		\$3,446,758.83	

Balance Sheet

MIDLAND DEVELOPMENT CORPORATION BALANCE SHEET FOR THE PERIOD ENDED November 30, 2023 (Used for Internal Purposes Only)

<u>ASSETS</u>

<u>Current Assets</u> Cash and cash equivalents Investments Sales tax receivable Prepaid expenses Accounts receivable	_	21,672,664 7,758,523 - - 81,110		29,512,297
<u>Non-Current Assets</u> Capital Assets, net Forgivable Loans Made to Primary Government Made to Other	2,984,110	31,073,238		
Total Forgivable Loans	6,579	2,990,689		
5	_			34,063,927
Total Assets			\$	63,576,223
LIABILITIES AND NET POSITION				
Liabilities				
Accounts payable		85,335		
Retainage Payable		130,200		
Capital Leases payable		565,054		
Commitments payable				
Due within one year Due in more than one year	7,372,331			
Total Commitments Payable	11,776,656	10 149 097		
Total Communents Layable		19,148,987	•	19,929,576
				10,020,010
Net Position				
Net investment in capital assets		31,073,238		
Restricted for Forgivable Loans		2,990,689		
Restricted for Capital Leases		565,054		
Promotions		2,511,982		
Unrestricted		6,505,685		
				43,646,647
Total Liabilities and Net Position			\$	63,576,223

MIDLAND DEVELOPMENT CORPORATION BALANCE SHEET FOR THE PERIOD ENDED December 31, 2023 (Used for Internal Purposes Only)

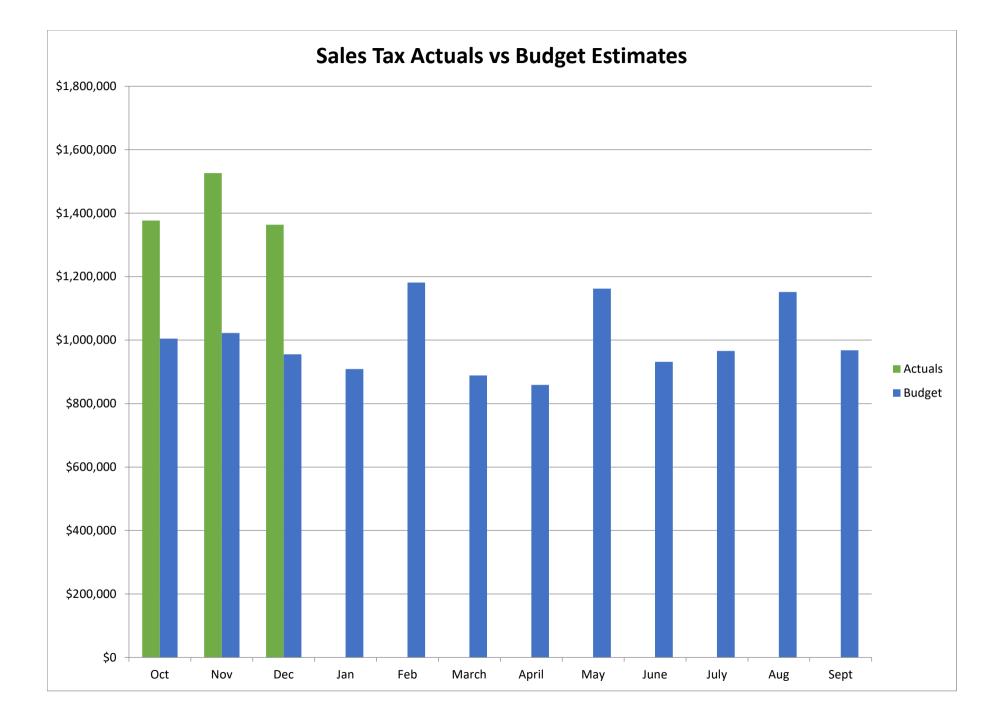
<u>ASSETS</u>

<u>Current Assets</u> Cash and cash equivalents Investments Sales tax receivable Prepaid expenses Accounts receivable		23,885,015 7,758,523 2,903,020 - 81,110	34,627,668
<u>Non-Current Assets</u> Capital Assets, net Forgivable Loans		31,073,238	
Made to Primary Government Made to Other Total Forgivable Loans	2,984,110 6,579	2,990,689	
		2,000,000	34,063,927
			 - ,,-
Total Assets			\$ 68,691,595
LIABILITIES AND NET POSITION			
Liabilities			
Accounts payable		85,335	
Retainage Payable		130,200	
Capital Leases payable		565,054	
Commitments payable		000,004	
Due within one year	7,051,642		
Due in more than one year	11,774,656		
Total Commitments Payable		18,826,297	
- ,		-,, -	19,606,886
			, ,
Net Position			
Net investment in capital assets		31,073,238	
Restricted for Forgivable Loans		2,990,689	
Restricted for Capital Leases		565,054	
Promotions		2,506,818	
Unrestricted		11,948,910	
			 49,084,709
Total Liabilities and Net Position			\$ 68,691,595

Sales Tax Revenue

DEVELOPMENT CORPORATION

Sales Tax Variance	2						
	2021-2022	2022-2023	% Change	2022-2023	2023-2024	% Change	YTD Change
October	\$971,343.63	\$1,416,510.48	45.83%	\$1,416,510.48	\$1,376,937.05	-2.79%	-2.79%
November	\$1,156,353.89	\$1,364,595.51	18.01%	\$1,364,595.51	\$1,526,083.42	11.83%	4.38%
December	\$1,013,549.80	\$1,380,834.52	36.24%	\$1,380,834.52	\$1,363,408.12	-1.26%	2.51%
January	\$1,117,874.02	\$1,358,336.22	21.51%	\$1,358,336.22			
February	\$1,434,528.04	\$1,649,985.00	15.02%	\$1,649,985.00			
March	\$983,421.74	\$1,344,612.50	36.73%	\$1,344,612.50			
April	\$1,015,116.31	\$1,266,881.01	24.80%	\$1,266,881.01			
May	\$1,487,467.44	\$1,597,917.80	7.43%	\$1,597,917.80			
June	\$1,218,236.38	\$1,325,843.43	8.83%	\$1,325,843.43			
July	\$1,326,275.50	\$1,395,392.32	5.21%	\$1,395,392.32			
August	\$1,582,536.23	\$1,662,691.61	5.06%	\$1,662,691.61			
September	\$1,303,011.95	\$1,328,790.99	1.98%	\$1,328,790.99			
Annual Total	\$14,609,714.93	\$17,092,391.39	16.99%	\$17,092,391.39	\$4,266,428.59		



Activity Report



BRE COORDINATOR: SAMMI STEELE

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DEVELOPMENT CORPORATION





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BUSNESSVISTS



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WHAT'S THE PURPOSE OF A BRE VISIT?

Establish a relationship with the company



Make them feel heard and cared for by the MDC & City of Midland Ask them questions about operations and collect data on trends & feedback



Provide actionable data to the MDC

board

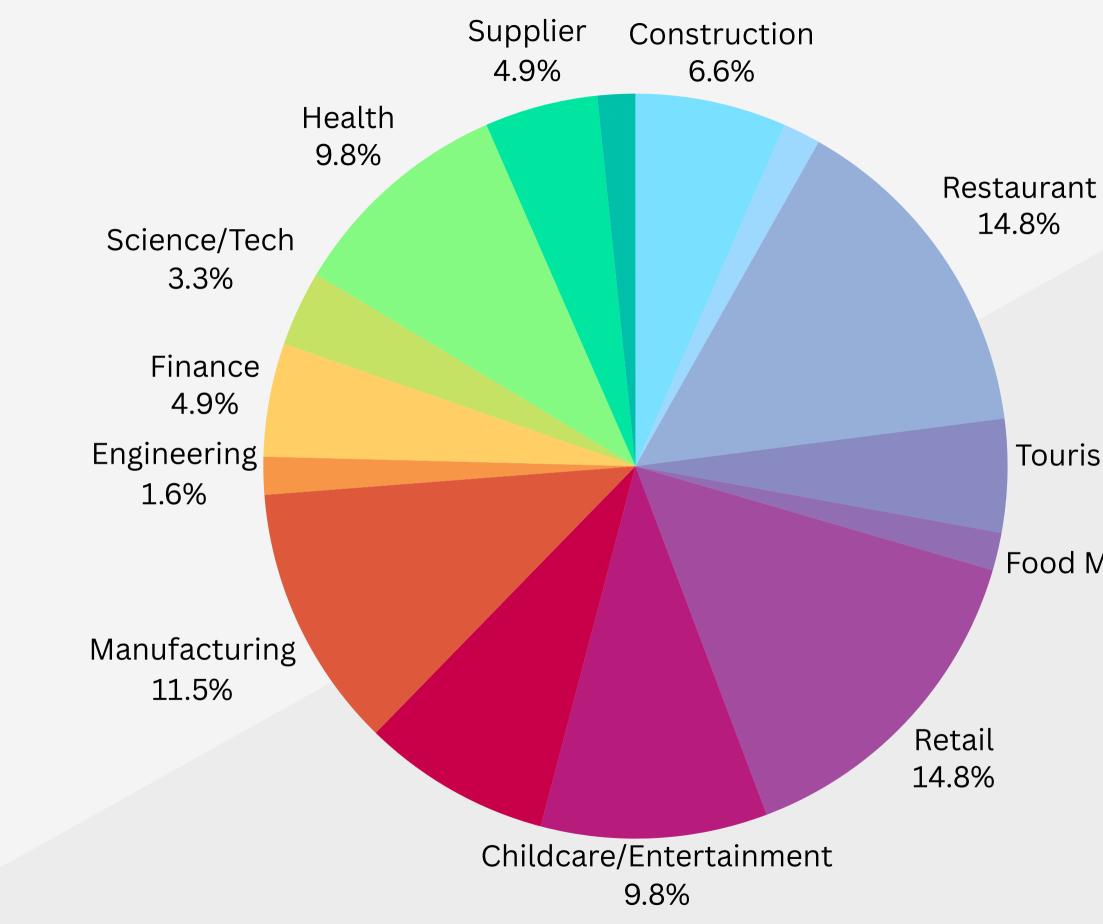
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WHO DID WE VISIT?

- Focused on locally owned and operated
- Emphasized meeting in person at the businesses' office or workshop
- Depended on word-of-mouth, social media and drive-by recommendations for business visits
- Utilized my verified Facebook page with 12,000 followers to share about the visit (if the company was comfortable)







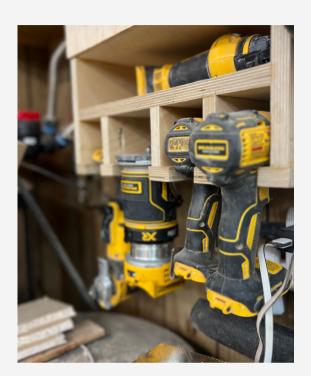
Tourism/Hospitality 4.9%

Food Manufacturing 1.6%

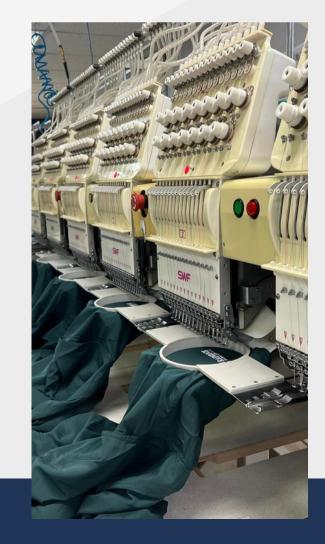




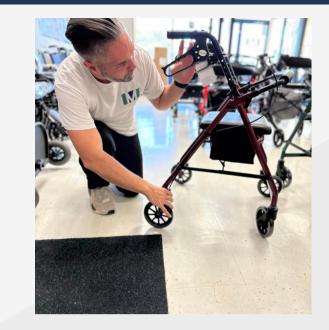


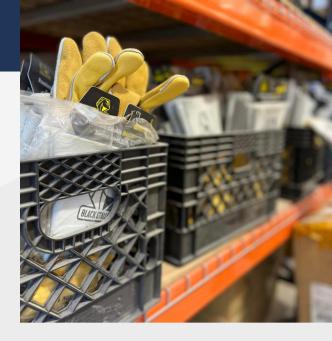




















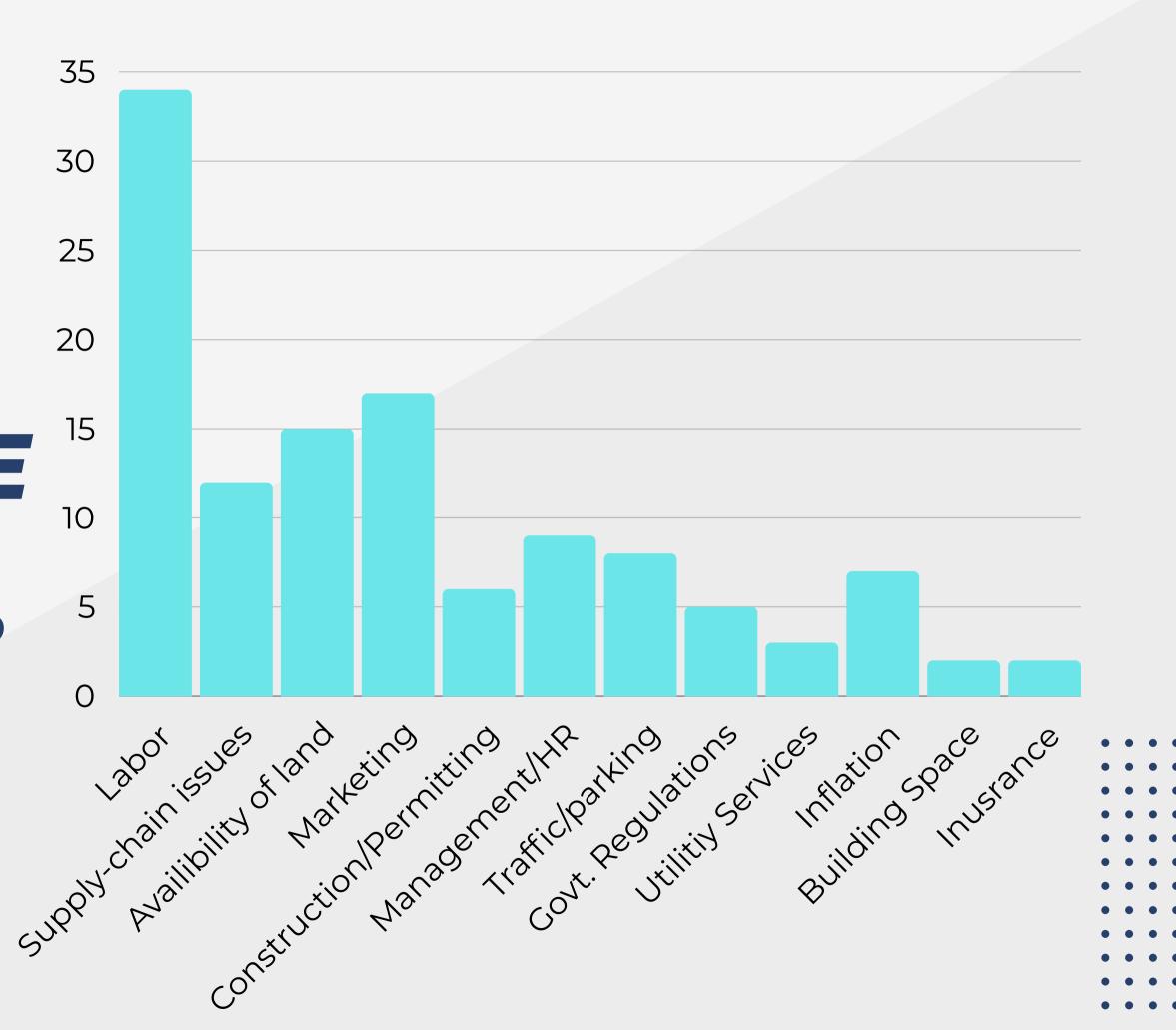


LOOKING TO









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: OTHER MENTIONS....

TRASH

• HR (HUMAN

RELATIONS

ANNEXATION

DOWNTOWN PARKING COST OF LIVING

MATERNITY LEAVE





LABOR WAS THE LARGEST ISSUE FOR







WHAT MAKES IT HARD TO RETAIN & RECRUIT EMPLOYEES?

Seasonal nature of the job 15.6%

Cost of Living 12.6%

Low quality of life 7.4%

Lack of local traing programs 5.9%

Area skill & labor shortages 13.3%

Wage rates 33.3%



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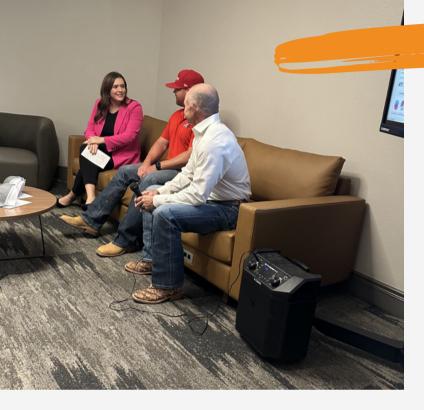
CONCERNS FOR THE FUTURE:

city council di Expandi crime oil & gas Founders Blend Ciffer Facilities Renovation ॐ∑Traffic ABL adult and selling





FOUNDERS BLEN















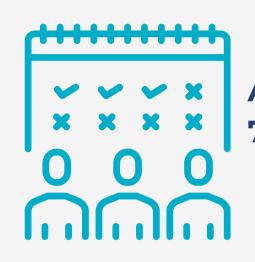
BLENDING MINDS & BUILDING BUSINESSES

A caffeinated community for business founders, owners & entreprene even





16 different businesses have presented at Founders Blend since our first meeting in April 2023





3 different locations: SecondStory Coworking, CEED Building, Midland College



1-2 local businesses showcased every month who donate money or provide coffee/breakfast foods

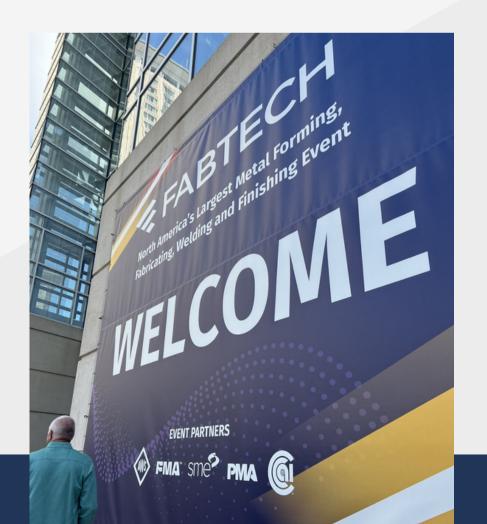
Attendance varies between 50-70 people each month





TRADESHOWS, SITE SELECTOR EVENTS & PROFESSIONAL DEVELOPMENT

















MDILAND, TX - MAY 2-4

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TEAM TEXAS ECONOMIC SUMMIT

ODESSA, TX - AUG. 29-30

FABTECH 2023

CHICAGO, IL - SEPT. 11-14

WOMEN IN ECONOMIC DEVELOPMENT

CHICAGO, IL - OCT. 10-12













LOOKING AHEAD





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LEADERSHIP MIDLAND

CONTINUE FOUNDERS BLEND MEETINGS

IMPROVE QUALITY OF LIFE (PARKS, SCHOOLS, COMMUNITY ESTHETICS, ETC.)

DEVELOP & GROW SOUTHEAST MIDLAND BUSINESS INCUBATOR

EXPOSE MIDLAND TO OTHER COMPANIES LOOKING TO EXPAND (LOCAL SITE SELECTOR EVENTS, FAM TOURS, ETC.)

MEET WITH MORE AND MORE BUSINESSES TO ENLIGHTEN THEM ABOUT LOCAL RESOURCES





QUESTIONS 7

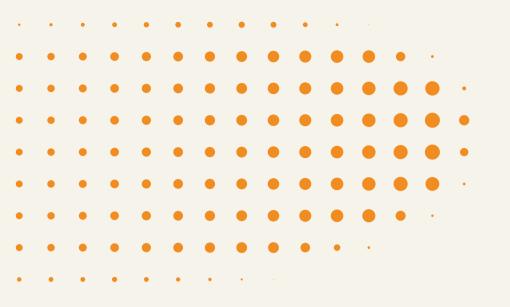




MARKETING REPORT

January 9, 2024

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2023 REVIEW

- Founders Blend
- Social Media
- Event Coordination

- Professional Development
- #MadeinMidland
- Website Copywriting & Maintenance

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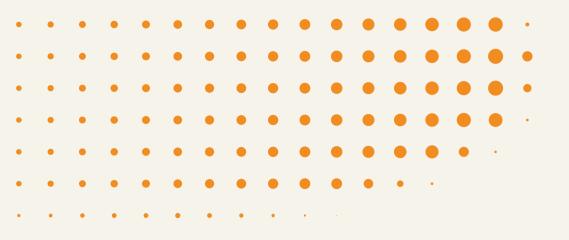




Basic Course Completion

Tradeshows

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SOCIAL MEDIA

Followers

- Collective II.34K followers on all social media platforms. Reached 546,673 people on all platforms.
- Biggest achievement was on TikTok (1,909) at a +3,081.67% increase from 2022.



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Other Takeaways Posts with most interactions were primarily Reels + TikToks (video content). • Largest age group of followers falls at 35-44.

FOUNDERS BLEND

Marketing

- Over 800 followers on social media.
- Website launched in March with almost 2,000 visitors.
- Collaboration with Anzwers Marketing, Forty Wolves, and FilmHunters Media.

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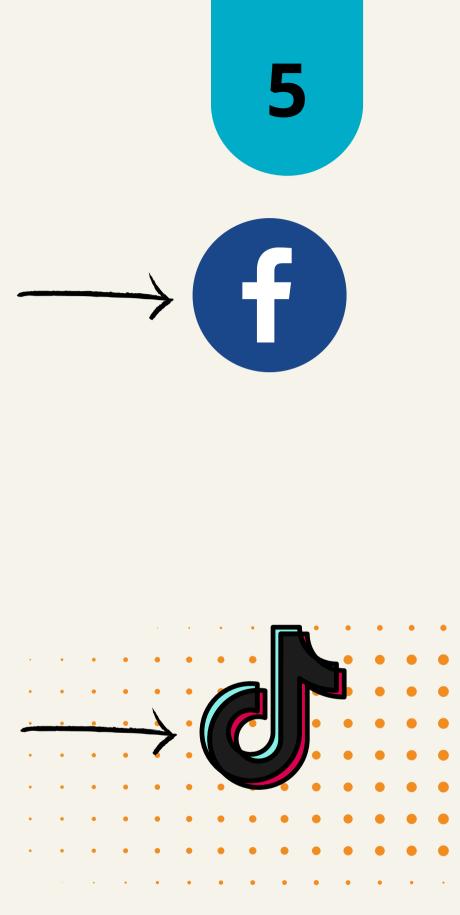


Monthly Events Averaging between 50-60 attendees for each event. 18 local business presentations, community partners, and donators/sponsors.



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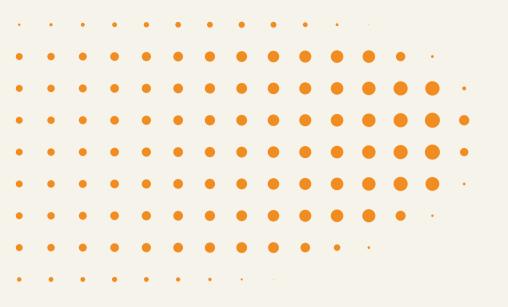






Dream

THE TALL CITY



- Founders Blend
- Social Media
- Spaceport Marketing Plan

2024 PLAN

- Leadership Midland
- 2024 Annual Report
- Website Copywriting & Maintenance

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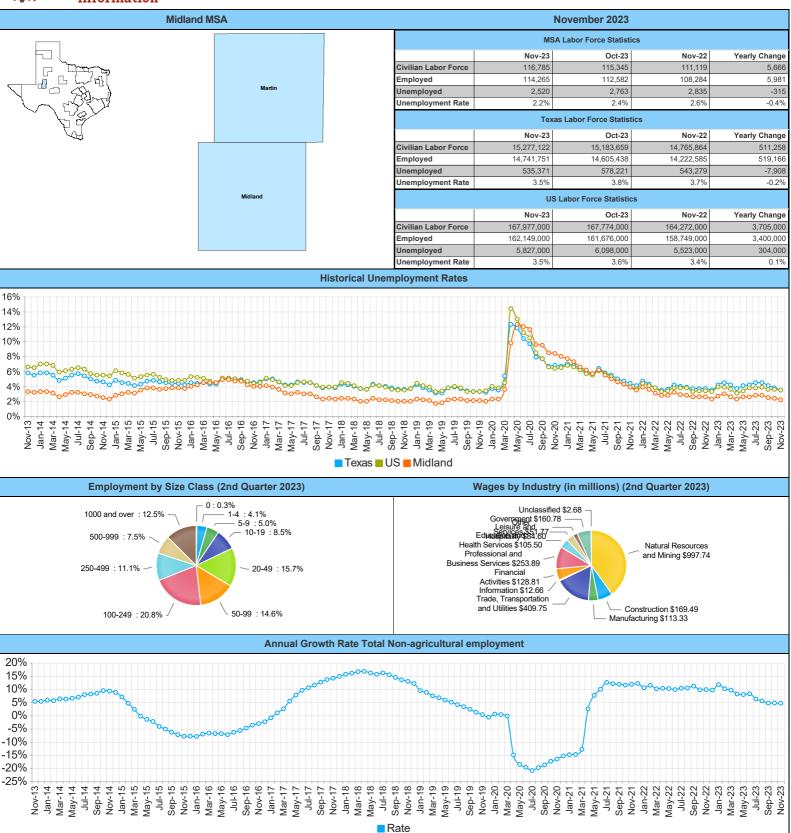
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Government





Employment by Industry (November 2023) Employment by Industry (November 2023) Current Month % Monthly % Yearly Government 8.9% Change Industry Employment Change Other Services 3.6% Total Nonfarm 122,900 1.2% 4.7% Leisure and Mining, Logging and Construction Manufacturing Mining, Logging 41,700 2.0% 7.8% Hospitality 9.5% and Construction 33.9% 5.100 0.0% 2.0% Private Education and Trade, Transportation, and Utilities 23.000 2.2% 3.6% Health Services 6.6% Information 1,200 0.0% 0.0% Financial Activities 5,400 0.0% 1.9% Professional and Business Services 9.3% Professional and Business Services 11,400 0.0% -0.9% Financia Manufacturing 4.1% Private Education and Health 8.100 0.0% 3.8% Trade, Transportation, and Utilities 18.7% Activities 4.4% Information 1.0% Services Leisure and Hospitality 11,700 0.0% 0.0% Other Services 2.3% 7.3% 4.400

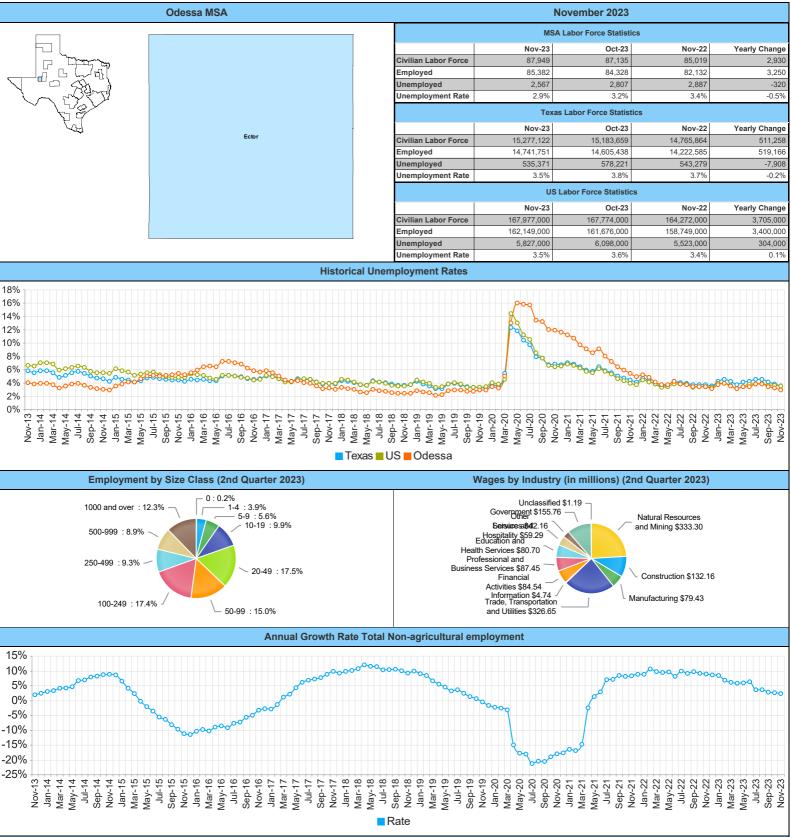
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Total Nonfarm	82,800	0.6%	2.3%	Other Mining, Logging					
Mining, Logging and Construction	20,200	1.0%	5.8%	Services 4.5%					
Manufacturing	4,200	0.0%	2.4%	Leisure and					
Trade, Transportation, and Utilities	19,400	1.0%	0.0%	Hospitality 11.2%					
Information	400	0.0%	0.0%	Private Education and Health Services 7.2%					
Financial Activities	3,900	0.0%	0.0%	Professional and					
Professional and Business Services	4,800	0.0%	2.1%	Business Services 5.8%					
Private Education and Health Services	6,000	0.0%	3.4%	Activities 4.7% Information 0.5% Trade, Transportation, and Utilities 23.4%					
Leisure and Hospitality	9,300	0.0%	2.2%						
Other Services	3,700	0.0%	2.8%						
Government	10,900	0.9%	0.9%						





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