



COUNCIL KEY FOCUS AREA:  
**ECONOMIC DEVELOPMENT &  
QUALITY OF LIFE**



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**MIDLANDTEXAS.GOV**

# KEY FOCUS AREA: ECONOMIC DEVELOPMENT

- Economic development drives initiatives that **spur growth, attract investments, and create opportunities** for our residents
- Economic development **improves quality of life + place**, which is **essential for recruiting + retaining** a skilled workforce
- Quality of life and place **depends on strong infrastructure** – proactive planning and investment ensures infrastructure keeps pace with growth

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**MIDLAND**  
*Be the Energy!*

# STRATEGIC ALIGNMENT

## **Goal 1. Strong Economy with More Quality Jobs**

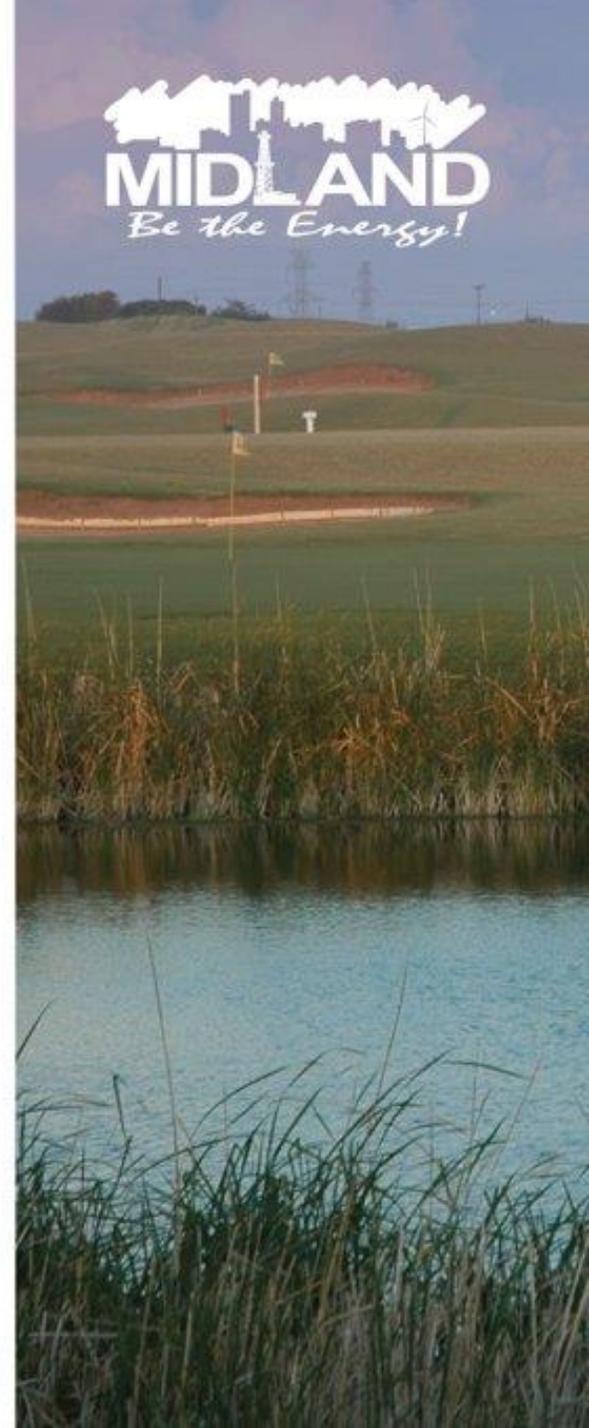
- Strategies 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9

## **Goal 3. Quality of Life + Place**

- Strategies 3.1, 3.2, 3.3, 3.4, 3.5, 3.6

## **Goal 6. Strengthen + Sustain Our Infrastructure**

- Strategies 6.1, 6.2, 6.3, 6.4, 6.5, 6.6



# QUALITY DEVELOPMENT



**Beal Park Soccer Complex**



**Reyes Mashburn Nelms Improvements**



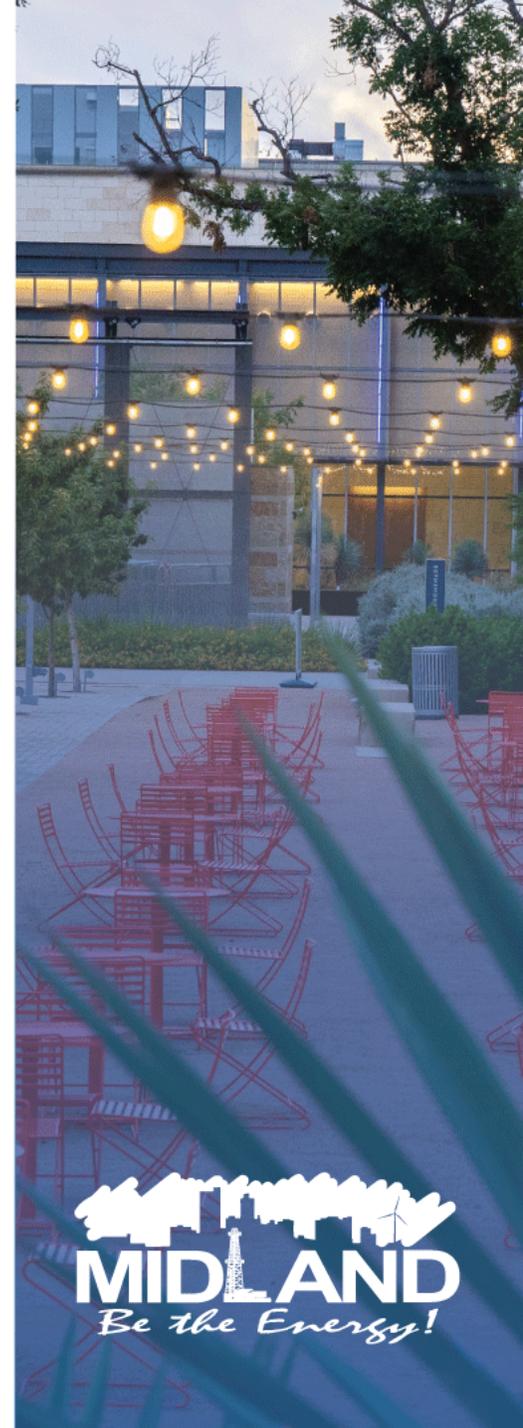
**MAS Indoor Sports Facility**



**Largest Costco in Texas**



**Omni Midland + Tapestry Hilton**



# INFRASTRUCTURE INVESTMENT

Supporting economic development + quality of life through **proactive infrastructure planning + partnerships**:

- **\$13M** contribution from MDC for key roadway projects
- **\$3.3M** City investment in design for MPO projects leading to **\$33.2M** in future letting
- **\$8.6M** SS4A grant enabled by Vision Zero
- **\$6.7M** grants for Wildcatter Trail
- City-County collaboration on **TIRZ 3 & 4**
- Partnerships for **Future Growth**: Outer-Loop PEL Study, I-14, and I-27



# FUTURE INFRASTRUCTURE INVESTMENT

Four 5-Year CIPs have been approved plus parks & road commitments:

- Water Utilities
- Solid Waste
- Hogan Park Golf Course
- Airports
- Road Infrastructure\*
- Park Improvements\*

**APPROXIMATE INVESTMENT \$320M+**

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\*Existing CIPs in place



# LOOKING AHEAD

Major developments on the horizon will require City partnership to **streamline permitting & inspections, ensure utility and road infrastructure is in place, and encourage quality neighborhoods:**

- The Permian Basin Behavioral Health Center
- The Zoo Midland + The Preserve
- New schools + renovations
- New residential development



# MISSION

Deliver exceptional services and promote a high quality of life and place for ALL our citizens.

